

# LIFE



AT A RADIO REHEARSAL

MARCH 14, 1938

10 CENTS

15 CENTS IN CANADA, HAWAII  
ALASKA & U. S. POSSESSIONS

REG. U. S. PAT. OFF.



# FIVE *LIVELY* WAYS TO SERVE DOUGHNUTS

—with Parties and Informal Entertaining in Mind!

Call upon doughnuts to lend excitement to your party dishes. Let them be sugared, iced or covered with crunch. Let them be served in unusual ways. But, most important of all, let them be doughnuts sold under the Seal of Tested Quality—displayed at right.

Bakers everywhere make and sell doughnuts honored by this Seal. It

stands for farm-fresh, quality ingredients, modern mixing and frying methods. It identifies doughnuts done to a turn, delightful to look at, delicious to eat. Look for this Seal—in windows, on packages, in trays—wherever good doughnuts are sold.



## BUY YOUR DOUGHNUTS BY THIS SEAL!

Only bakers who pledge themselves to purity and quality—whose doughnuts are delicious and well made—are privileged to put the Seal of Tested Quality on their packages, bags and trays. If you want the best doughnuts, buy them by this Seal.

**1 PLAIN DOUGHNUTS WITH CHEESE** . . . Slice doughnuts in half, spread with softened cheese, place under broiler until cheese melts and browns. Serve at once.

**2 SUGAR DOUGHNUTS WITH FRUIT PUNCH** . . . Dot doughnuts with crystallized ginger or orange peel. Pop cinnamon sticks in each mug prior to serving.

**3 WHEAT-O-DOUGHNUTS WITH CONSERVE** . . . Slice doughnuts in half, toast, serve with peach or ginger conserve, or honey. Ideal for afternoon tea and light evening repasts.

**4 CHOCOLATE COVERED DOUGHNUTS WITH ICE CREAM** . . . The high spot of children's parties. Place molded ice cream in center of doughnut, or fill doughnut center with ice cream.

**5 DOUGHNUTS WITH FRUIT** . . . Good anytime of day. Try your favorite style doughnuts with fresh apples, pears, peaches. Try them with stewed fruits.

LOOK FOR ANNOUNCEMENTS OF TESTED QUALITY DOUGHNUTS IN YOUR LOCAL STORES AND NEWSPAPERS



# Isn't a Car a Bigger Decision than a Suit?

AN AUTOMOBILE IS CERTAINLY THE GREATER INVESTMENT...SO LOOK THIS PLYMOUTH OVER CAREFULLY AND KNOW EXACTLY WHAT YOU GET!



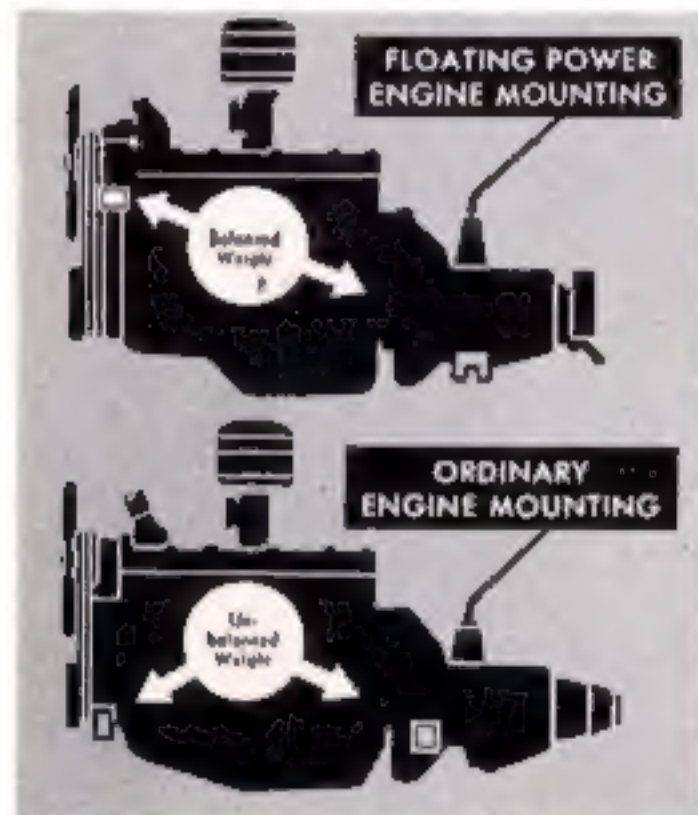
**1** When You Buy a Suit of Clothes you're both careful... and critical. On a matter as important as a car you should be *even more so*. How does Plymouth ride? What does it offer that other cars don't? These things you should know.



**2** Plymouth's Amazing New Ride will astonish you. It steers faster, handles easier. The windshield is wide and unobstructed. And there is the safety of double-action hydraulic brakes.



**3** Greatest Economy in Gas. Plymouth owners report 18 to 24 miles on gas...with sensational savings on oil, tires and all upkeep costs.



**4** Floating Power engine mountings hold the engine perfectly balanced...absorb vibration. Ordinary mountings can't do this.



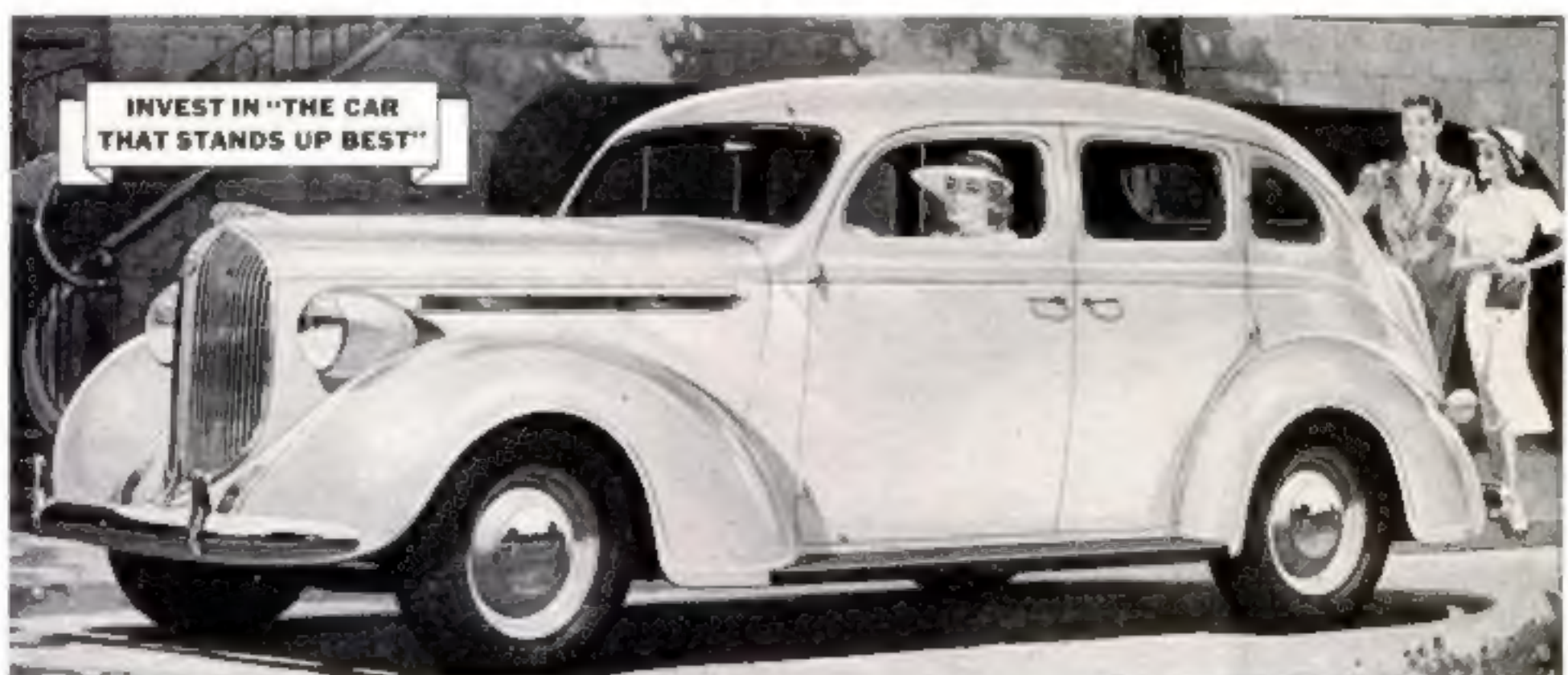
**5** Greater Strength...a quieter ride...with a Hypoid rear axle. It eliminates the "hump" in the rear compartment...gives you a low, level floor.



**6** The Interior Trim on every Plymouth car is scrupulously checked. You'll find rich upholstery on the deep-cushioned seats. And as you ride, notice how Plymouth's airplane-type shock-absorbers and "live" rubber body mountings absorb bumps and vibration.



**7** Check Every Point before you come to a decision. Comfort, safety, economy. Be sure to ride in and drive this Plymouth. Then look at Plymouth's amazing low price.



**8** The 1938 Plymouth De Luxe 4-Door Sedan with trunk delivers in Detroit for only \$815—other models as low as \$645—including Federal taxes. State, local taxes not included. See a Dodge, De Soto or Chrysler dealer. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR—COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P.M., E.S.T.

GET MOST FOR  
LOW PRICE

## Plymouth Builds Great Cars

This One



Q845-EEY-YU8X

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## IT'S A DOG'S LIFE (AND A GOOD ONE!)

**TO ALL DOG LOVERS:** The photographs below show three stages in the life of Nicky, who has been a Red Heart Regular since the day he came from the kennels.



**A GOOD START IN LIFE!** Here's Nicky at 8 weeks, with his young master and his Red Heart for that day... Diet A, beef-flavored. Next he got B, fish-flavored; and next, C, cheese-flavored. This taste variety, in regular rotation, kept Nicky's appetite in top form... helped him grow strong, healthy.



**GOING UP!** How that dog did grow! Here he is at 6 months, munching Red Heart Biscuits, a regular part of his daily diet, to help keep his teeth in sound, healthy condition. (Today, Nicky has the three flavors in his Red Heart Dog Biscuits, too.)



**HAPPY BIRTHDAY!** Three years old this month... and a healthier, happier dog would be hard to find. Nicky's folks give a lot of credit to Red Heart... canned in 3 flavors for rotated feeding, and biscuits to safeguard his teeth. Red Heart gives a dog real nourishment... contains the elements he needs for vigorous strength and health.

**JOHN MORRELL & CO.**  
OTTUMWA, IOWA



**THREE FLAVORS!** Your dog deserves the best there is. Start him now on Red Heart's 3 Flavors. **BOB BECKER!** Tune in NBC Red Network, Sunday afternoons from 2:00 to 2:15, for famous dog authority Bob Becker's "Chats about Dogs."

## LETTERS TO THE EDITORS



PROFESSOR A. E. KENNELLY

### Kennelly's Layer

Sirs:

In your Feb. 14 issue, on page 34, you represent radio waves by a reflecting back to the earth from a layer in the upper atmosphere, marked as the "Heaviside Layer." I have no criticisms upon the illustration, which serves its purpose very well to convey the idea of radio propagation to the average reader. I also enclose, however, a set of four photostats which show, I think, that I predicted the existence of this upper reflecting layer in the air, March, 1902, whereas the celebrated scientist, the late Oliver Heaviside, made a similar but much more brief prediction written apparently in June, 1902, and published in December, 1902. As the *Electrical World*, in which my article was published, has a relatively small circulation in Great Britain it would be quite natural for the British to have supposed that Heaviside was the originator of this prediction. Scientific writers at the present time now commonly call this reflecting layer the "Kennelly-Heaviside Layer."

A. E. KENNELLY

Harvard University  
Graduate School of Engineering  
Cambridge, Mass.

● **LIFE** was misled, and by no less an authority than the *Encyclopaedia Britannica*. To American scientists the evidence seems conclusive that Dr. Kennelly was the first to announce discovery of the atmospheric layer from which short radio waves are reflected. British scientists, one of whom wrote the *Britannica's* article, have shown a remarkable unwillingness to recognize this evidence.

Dr. Arthur Edwin Kennelly is one of America's most distinguished men of science. Born in Bombay, he came to the U. S. in 1887 as the principal electrical assistant of Thomas A. Edison. Besides discovering the layer which properly bears his name, he introduced complex numbers and complex angles into electrical engineering, made other scientific contributions which have earned him honors from universities all the world over.—ED.

### First Contribution

Sirs:

I looked at my copy of **LIFE** of Feb. 21 and was taken by surprise at the ad of **LIFE Camps**. I think it is lovely. It caught my eye immediately and held my attention thoroughly. It is neat, well done and is appealing. In fact, it is appealing enough to me that I'd like to be among the first to respond. I think the work it is doing is the greatest on earth. I believe in it firmly. So—small as it is—I want my little bit to be among the first in answer to so nice an advertisement or appeal. Enclosed is my check for \$5 for **LIFE Camps**. May many others be so moved.

LOIS GOODRICH

Canyon, Tex.

● To Reader Goodrich, who is indeed the first to respond, **LIFE's** thanks for her contribution.—ED.

### Swing

Sirs:

In your story on swing music in **LIFE** Feb. 21, your definitions of "cat," "jitterbug" and "ickey" are, according to an extremely good authority, wrong.

Vincent Lopez, than whom etc., dined at our house tonight and he says that:

1. A "cat" is a musician in a swing band who, when the mood is right, improvises "hot licks."

2. A "jitterbug" is a listener whose reaction to swing is always physical, though not, as you have it, necessarily intellectual.

3. An "ickey" is a yokel or hick.

Incidentally, Lopez catted on our Mason & Hamlin tonight the like of which this old French Quarter had never heard. And though it was pouring rain beyond our closed front shutters, the jitterbugs gathered and shagged damply but enthusiastically.

MARY ROSE BRADFORD

New Orleans, La.

● Mary Rose Bradford, wife of the South's famed Novelist Roark Bradford, and her guest, Orchestra Leader Vincent Lopez, are purists in their terminology. When swing was young a "cat" was a musician but the new hordes of "ickeys" have corrupted the term and applied to all swing addicts, themselves included.—ED.

Sirs:

The lad who was best man at our wedding hanged himself three weeks ago. He had just received his degree in Music last June and began to teach the subject in a Minnesota high school. He left no reason for his act and we knew no reason for the suicide but now that one can see the impossible task of making a group of half-baked morons realize that there is good music in this world that doesn't consist of some yokel getting on a chair and playing a clarinet as though it were a peanut-stand whistle, perhaps then we can see why he lost hope. "Good music goes to the head; Swing goes to the bowels."

FLORIAN J. BANASIK

Chicago, Ill.

### Reader Suspended

Sirs:

A picture of a girl doing the Big Apple appeared in **LIFE**, Jan. 17 (see cut). I was so amused and laughed so much that the librarian suspended me one month from the library. You don't realize how much it has meant for me to miss **LIFE** for a whole month.

I am a junior at Ivor High School.

ANNIE LEWIS TAYLOR

Ivor, Va.



● Let not Reader Taylor grieve. **LIFE** has sent her copies of the last four issues.—ED.

### No Girls

Sirs:

Orchids to **LIFE** (Feb. 28) for its coverage of Washington & Lee's fancy-dress ball this year but a note of exception as to labeling us a co-educational university.

WILLIAM M. ROGERS Jr.

President Fancy-Dress Ball 1938,  
Lexington, Va.

Sirs:

Washington & Lee co-educational? I can hear the Rebel yell from here.

KARL W. FISCHER

The News  
Indianapolis, Ind.

Sirs:

Perhaps you might be able to fix me up with a date with one of Washington & Lee's lovely co-eds? A cute little blonde with lots of money, if you can arrange it.

RODNEY L. ODELL

Lambda Chi Alpha  
Lexington, Va.

Sirs:

The idea does seem to have pleasant possibilities...

HUGH G. ASHCRAFT  
Class of '40

Lexington, Va.

● To its kind hosts at Washington & Lee, **LIFE** owed better reporting.—ED.

### No Breeder

Sirs:

In your issue of Feb. 28, I would like to call to your attention the photograph of Mr. Rensberg's farm on page 16. I notice you have labeled one of the smaller buildings as a "chicken breeder." I have been under the impression that a cockerel is a chicken breeder.

ROBERT E. ZOOK  
Superintendent

Martinsburg State Airport,  
Martinsburg, Pa.

Sirs:

It's dry as hell out here, but the chickens still brood without help. Then when hatched we put them in a brooder house. While they brood we pass the time enjoying **LIFE**.

WILLIAM BULLARD

McCook, Neb.

● A brooder is equivalent to a nursery. No well-bred poultry would think of breeding there.—ED.

### Rep. Sumner's Shoe

Sirs:

Being a shoe repairman, I noticed the picture of Rep. Hutton W. Sumners (**LIFE**, Feb. 21), which very clearly shows a hole in his left shoe. Through fun, I cut the picture out, sent it to Rep. Sumners with a letter offering to repair the shoes free of charge if he would send them to me.

This letter I am enclosing is the result.

HENRY SPEARMAN

Midlothian, Tex.

Reader Spearman's enclosure:

"My dear Henry:

I appreciate your offer to mend my shoes, and when I get home this summer I may walk out there from Dallas and take you up.

HATTON W. SUMNERS"



*"Men, it's a honey —  
the one that gets down to business  
and does a job"*



● You hear it everywhere — from young and old alike — words of unbounded enthusiasm for Sunbeam Shavemaster.

Whether it be the first shaves of the teen-aged schoolboy or those of a seasoned brush-and-lather veteran, Shavemaster has proved itself the answer to quick, close, comfort-shaving. It gives the kind of shaves men have been looking for in an electric shaver — and it does it **RIGHT NOW** — not next week or the one after.

#### NONE OTHER LIKE IT

Shavemaster has a new patented principle that is all its own — exclusive features different from all other electric shavers. It has greater, steady power that doesn't swoon when a *man-size* beard comes along. Pass the comfortable, round shaving head over your face in any direction — no skill required. It gets *all* the whiskers *all* the time.

#### GIVE YOUR FACE A NEW LEASE ON LIFE

So if you've been sold on the dry-shaver *idea* but have been waiting for the **RIGHT ONE TO COME ALONG** — or if you've tried electric shavers **BUT WANT A BETTER ONE**, Sunbeam Shavemaster is made for you. See your dealer today.



# Sunbeam SHAVEMASTER

By the makers of

Mixmaster, Ironmaster, Coffeemaster, Silent Automatic Toaster, Clipmaster, Etc.

CHICAGO FLEXIBLE SHAFT COMPANY, 5688 Roosevelt Rd., Chicago, Ill. . . Canada Factory, 321 Weston Rd. So., Toronto . . . 48 YEARS MAKING QUALITY PRODUCTS

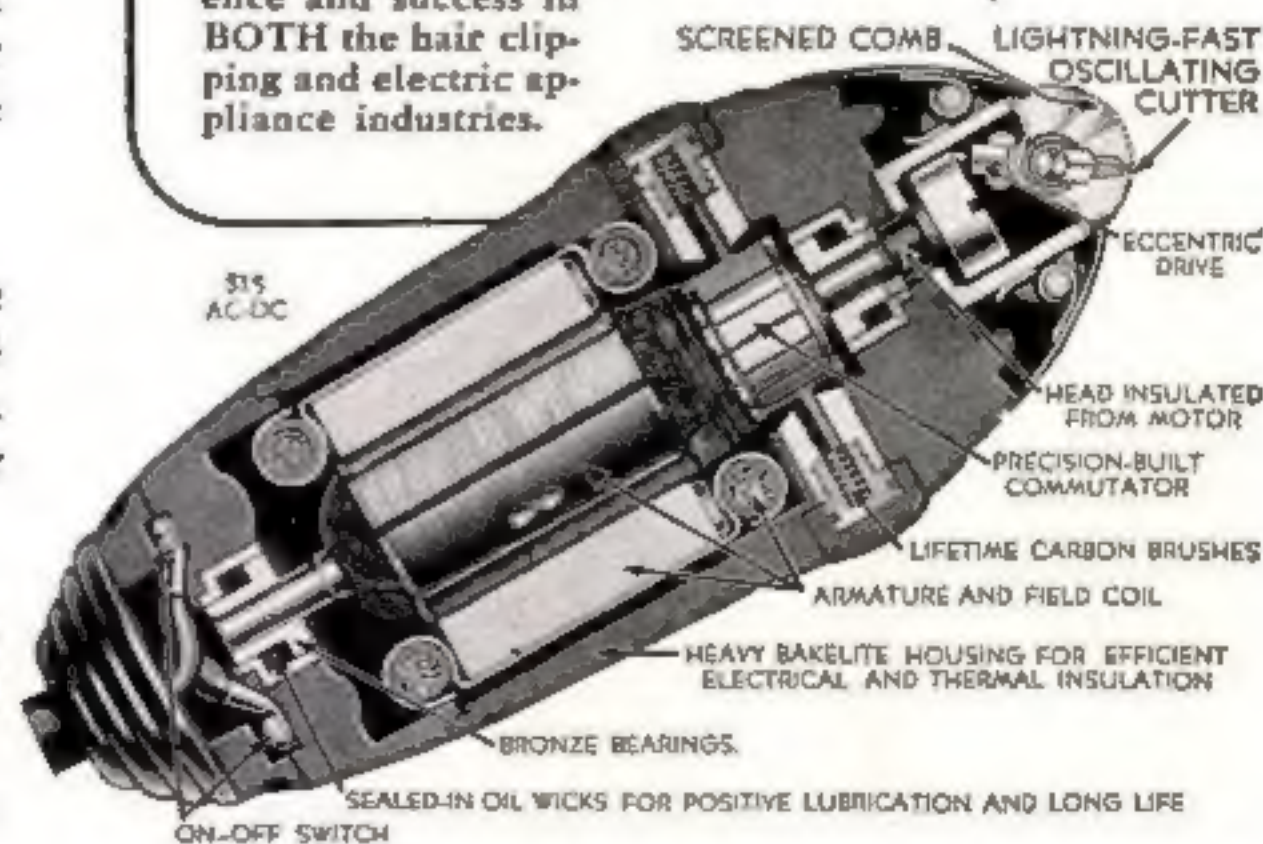
## Here's Why

★ The **ONLY** electric shaver with a lightning-fast, single cutter that oscillates in an arc inside a comfortable, smooth shaving head.

★ The **ONLY** electric shaver with a shaving head of finest Swedish steel, screened to pick up the beard the way it grows.

★ The **ONLY** dry-shaver with a powerful, brush-type, self-starting, Universal motor.

★ The **ONLY** dry-shaver by a manufacturer qualified and fitted by nearly fifty years of experience and success in **BOTH** the hair clipping and electric appliance industries.





# SPEAKING OF PICTURES...

**WRONG**



"Don't stand near the window of your apartment when the bombs are beginning to fall."

**RIGHT**



"Get far back in the room in some corner or, better still, hide behind a wall pillar."

**WRONG**



"Don't stand right out in the open with a crowd, gaping up at the oncoming planes."

**RIGHT**



"Throw yourself into a ditch beside the road, lie as flat and inconspicuously as you can."

**WRONG**



"Don't jump out of bed, turn on all your bright lights and hang out of your window."

**RIGHT**



"Stay quietly in bed or, if you wish, get over in the far corner of the darkened room."

**WRONG**



"Don't go on with your shopping in open market as if nothing at all were happening."

**RIGHT**



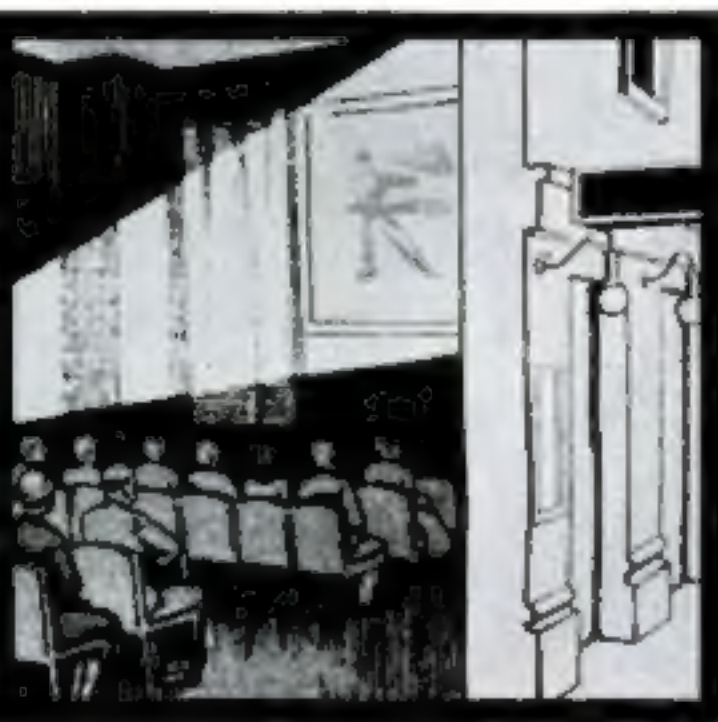
"Make promptly for the nearest building. But never scurry madly and get panicky."

**WRONG**



"If you're at a movie, don't dash out into the street when the air-raid alarm sounds."

**RIGHT**



"Remain quietly watching the film or, if the theatre has a safety chamber, go there."

**WRONG**



"Don't be nosy and stand in middle of the street in clusters to watch the excitement."

**RIGHT**



"Disappear into the nearest building and don't come out until the raid is all over."

**WRONG**



"If you are shopping in a department store, don't rush out with a mob into the street."

**RIGHT**



"Go right on with your shopping and try to pay no attention to what goes on outside."

**WRONG**



"Don't desert your horses and leave them frightened in the street while you run away."

**RIGHT**



"First tie your team to the nearest post and walk as calmly as you can into a house."



# ... WHAT TO DO WHEN ENEMY BOMBERS ATTACK YOU

The sketches on these pages are part of the most intensive and ominous educational campaign now being conducted anywhere on earth. They were drawn for the Austrian Ministry of Defense to teach civilians what to do when, as is inevitable in the next war, hostile bombers start dropping death on cities. Every country in Europe is conducting much the same educational campaign.

These drawings are almost casual in tone. This nonchalance is purposeful. Aim of civilian bombings will be to destroy not masses but morale—an aim which has so far notably failed in the case of Madrid. What defending countries fear most is not that a few hundred defenseless civilians will be killed but that whole cities will be shocked into mad panic. Therefore the motif of all instruction is calm. Directions with these drawings suggest those in theatre programs: *In case of fire, walk do not run to nearest exit.*

Instructions always emphasize getting quickly under shelter. Until enough bombproof shelters are built to care for whole cities, the safest place to be is inside a building. The house may prove a deathtrap if it is directly hit but otherwise it provides protection from spattering fragments and falling bricks.

WRONG



"If gas bombs are dropping, don't stand still waving gas clouds away with your hands."

RIGHT



"Put your handkerchief over your mouth and nose, run into wind away from the gas."

WRONG



"If bombs catch you on a train, don't jump from your car or lean out the windows."

RIGHT



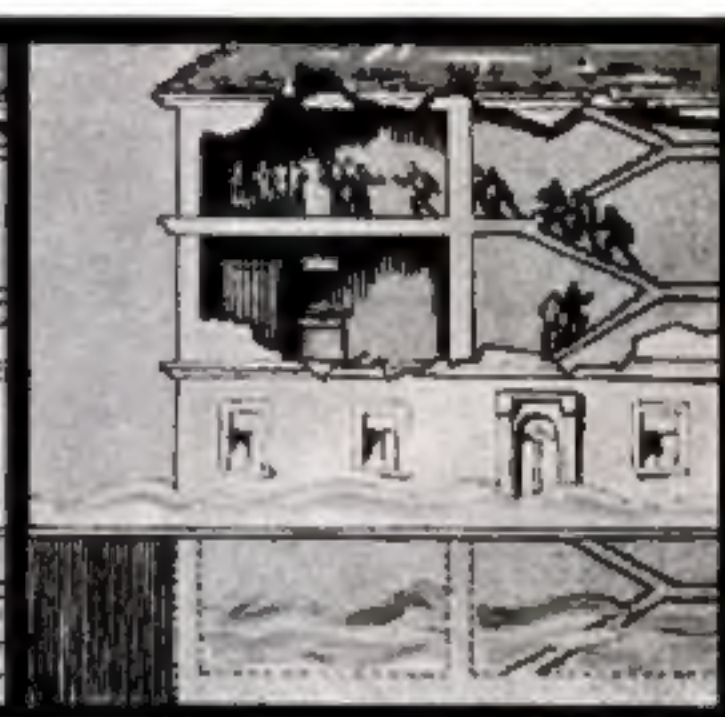
"Get down on the floor, crawl under the seat to protect yourself from breaking glass."

WRONG



"If a building has no gas shelter, don't go to the cellar where heavy gas accumulates."

RIGHT



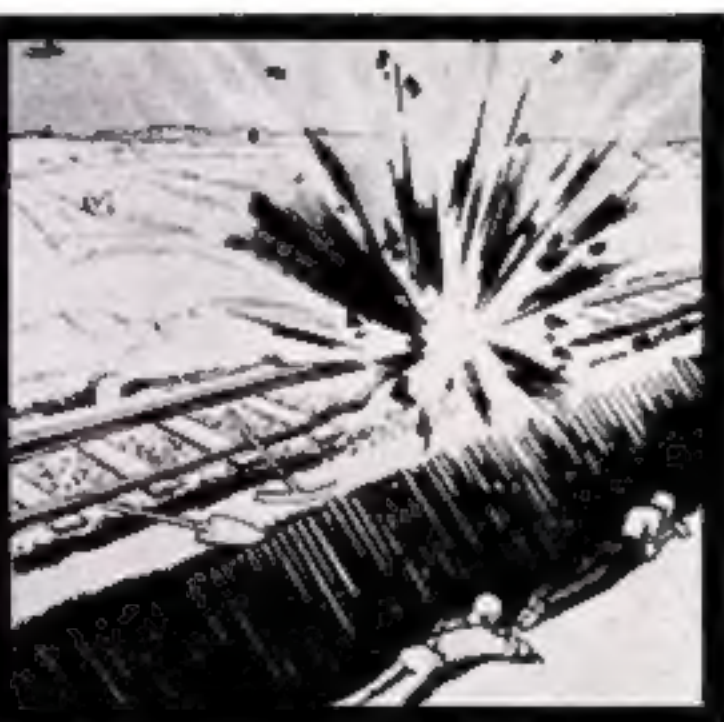
"Go up to the very top floor where the air will be clearest and most free from gas."

WRONG



"If you're working on the railroad, don't keep on the job until the very last second."

RIGHT



"Drop your tools as fast as you can and fling yourself flat, preferably into a ditch."

WRONG



"Don't open the windows of your apartment and let whole clouds of poison gas come in."

RIGHT



"Close the windows as tightly as you can and cover them with curtains or blankets."

WRONG



"Don't continue driving a trolley car or riding along the open streets in one."

RIGHT



"Stop, not at a crossing, get out quickly and quietly get inside nearest building."

WRONG



"If a chemical spatters on your clothes, don't try to brush it off with your hand."

RIGHT



"Wipe it off with handkerchief but be careful to keep chemical away from your skin."





*“Figure it out  
for yourselves,  
folks . . .”*

The only way to get all of Chevrolet's  
modern features at Chevrolet's low prices,  
and with Chevrolet's remarkable all-round  
economy, is to purchase this car. That's  
why *“You'll be AHEAD with a  
**CHEVROLET!**”*

THE CAR THAT IS COMPLETE



THE SYMBOL OF SAVINGS

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

General Motors Instalment Plan—Convenient, Economical Monthly Payments. A General Motors Value.

85-H.P. VALVE-IN-HEAD  
ENGINE

PERFECTED  
HYDRAULIC BRAKES

GENUINE  
KNEE-ACTION\*

ALL-SILENT  
ALL-STEEL BODIES

FISHER NO DRAFT  
VENTILATION

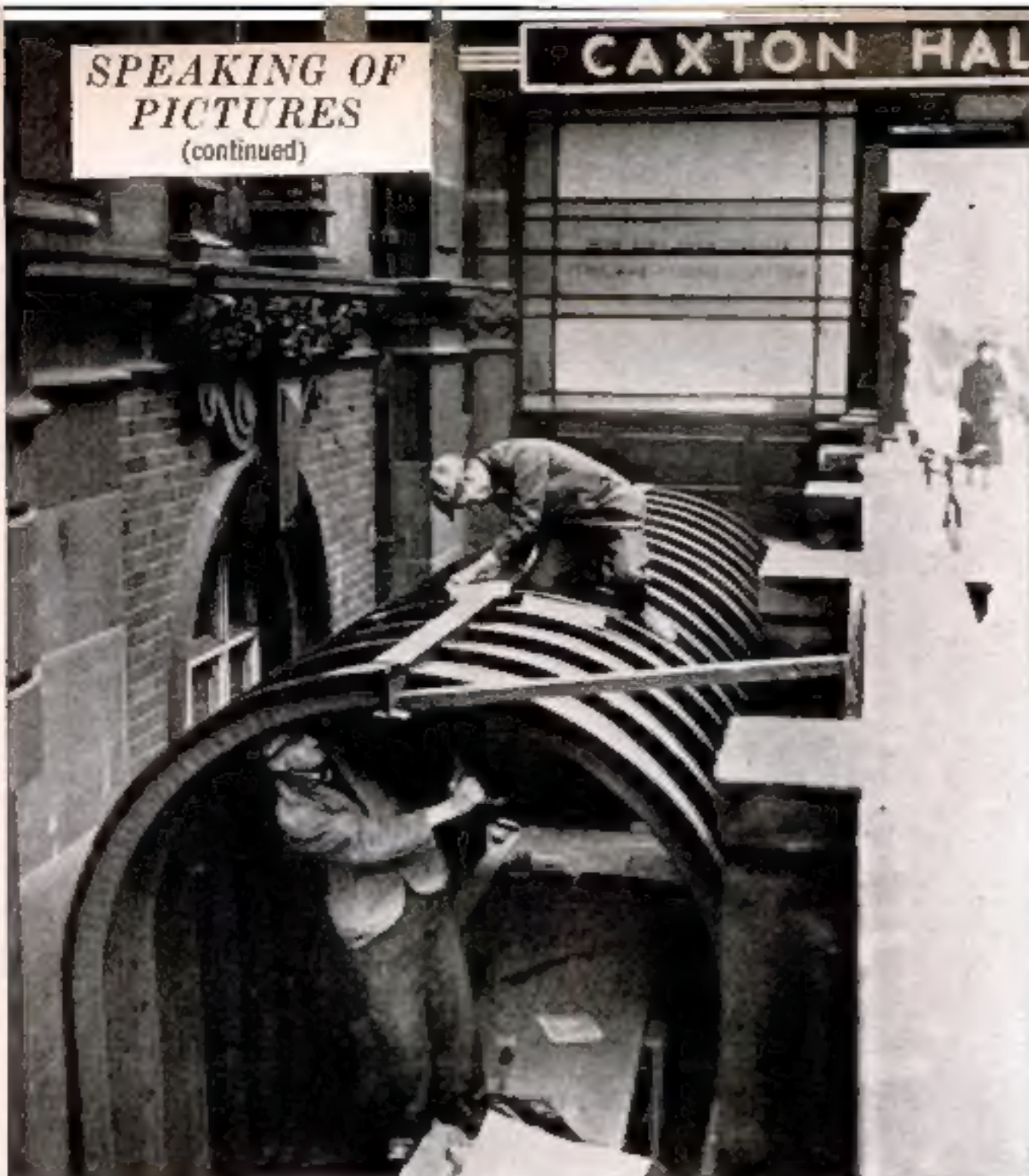
TIPTOE-MATIC CLUTCH

\*On Master De Luxe models only.



**SPEAKING OF  
PICTURES**  
(continued)

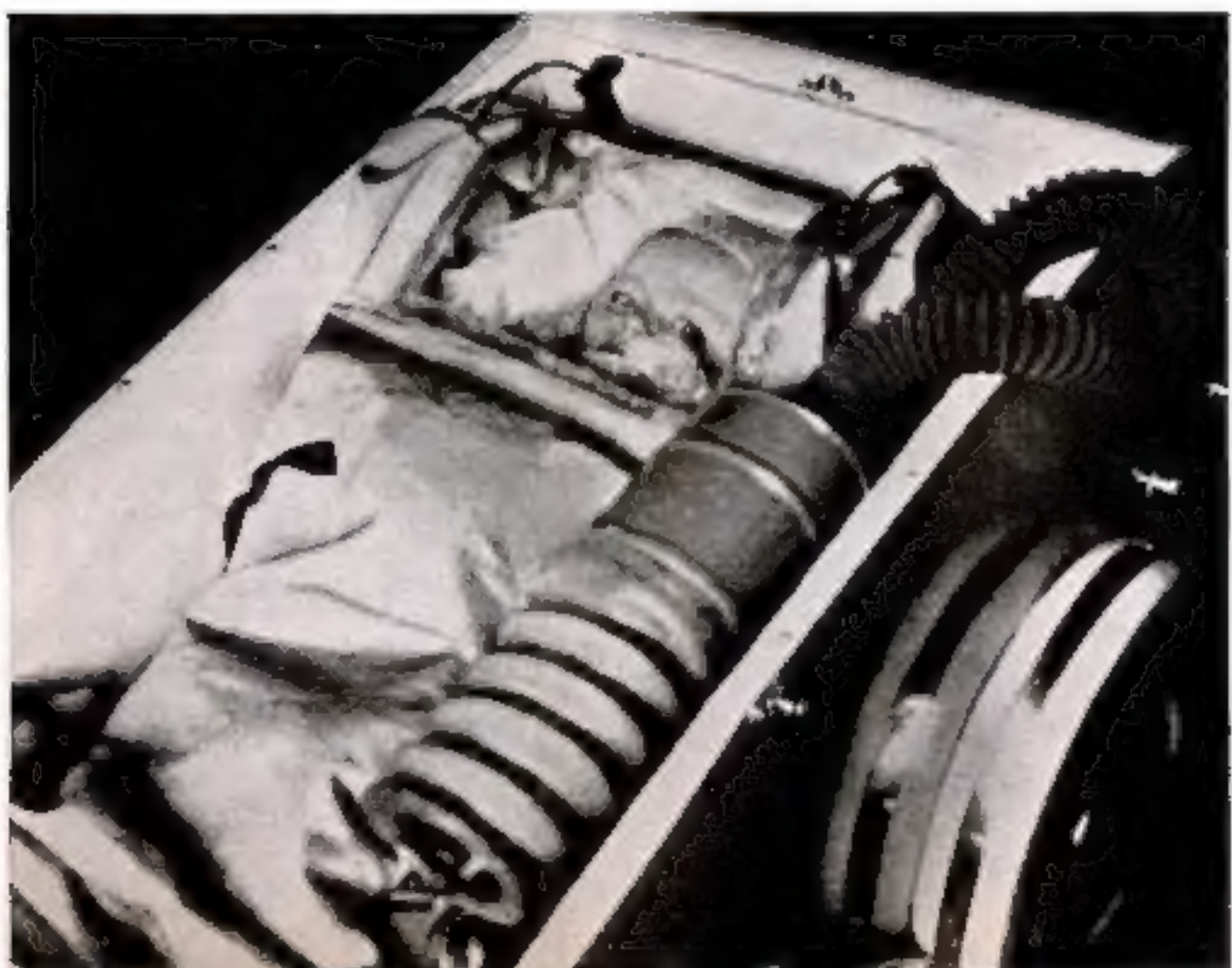
**CAXTON HALL**



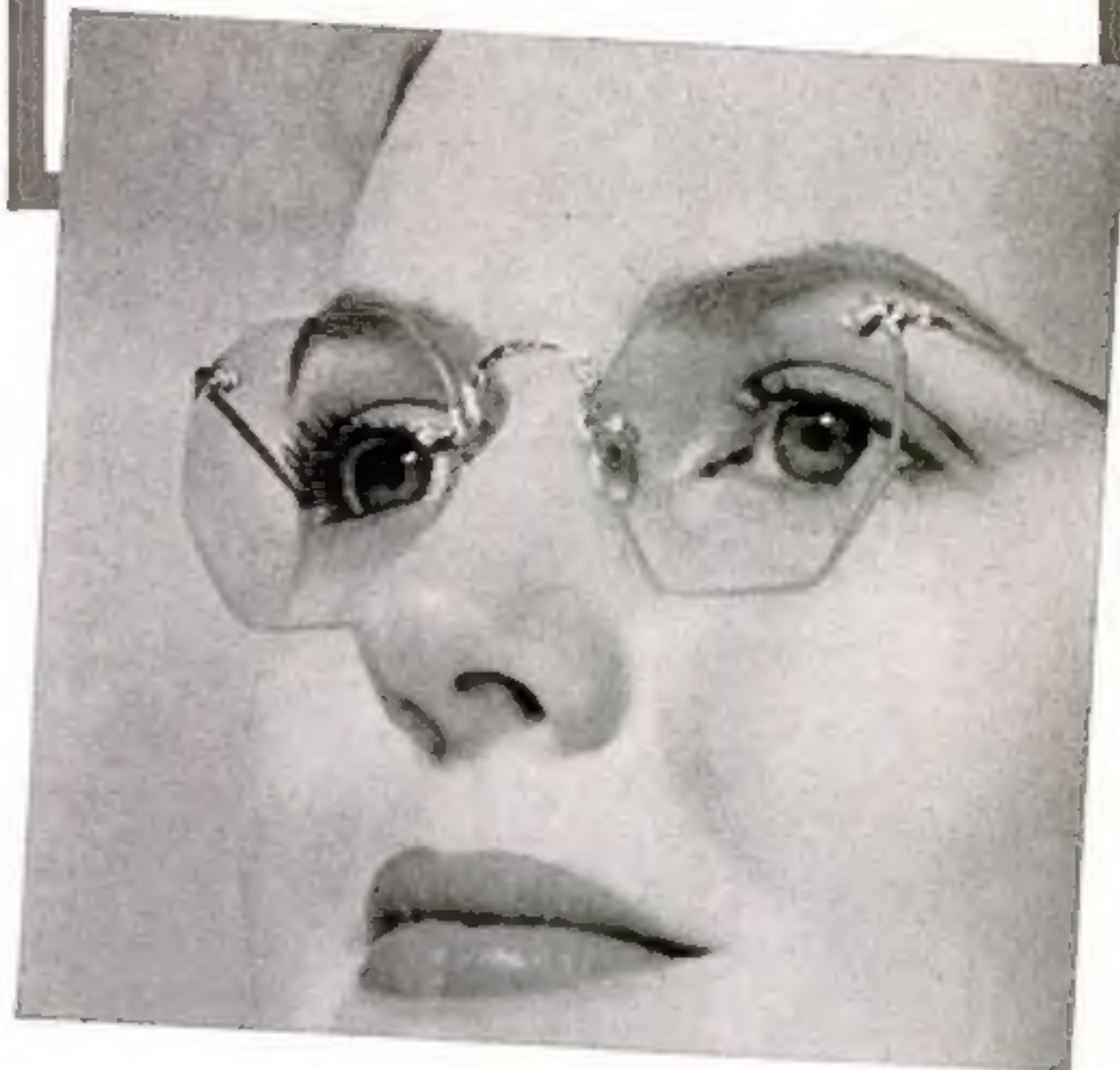
In London, where 4,800 people were killed or hurt by comparatively inefficient air raids of the last War, gasproof bomb shelters are being rushed to completion. This steel chamber is being erected in arcaway of Caxton Hall, near Westminster Abbey.



In Berlin, citizens rehearsing for an air raid use pots as mock helmets, stand guard at the door to watch for gas leaking in. In Prague, covered baby carriages provide gasproof shelters for infants. Note the big percolator for filtering out poison gas.



## *Do you wear glasses?*



### *Are you conscious of over-brightness?*

WHEREVER YOU GO . . . today or tonight . . . on the street, at the office, at home . . . over-brightness will be on hand. Glaring at you from glossy magazines. Staring at you from unshaded bulbs. Stabbing at you from mirrors and windshields, bright metals and other reflective surfaces.

By bedtime, the delicate nerve-ends of your eyes may protest, may spend the dark hours recuperating from these repeated shocks, only to face them again on the morrow.

If you are conscious of over-brightness, we suggest you consult a competent eye-authority, a

"Keeper of the Light," without delay. A simple, scientific test will tell him whether or not you need Soft-Lite Lenses . . . foe of over-brightness . . . friend of normal, comfortable vision.

Soft-Lite Lenses are precision-ground, to your prescription, from special light-filtering glass made at the great optical works of Bausch & Lomb. Their inconspicuous appearance—preferred by many to ordinary white lenses—is due to their delicate flesh-tinge.

Have your eyes examined now, but be sure to trust them only to a competent eye-authority.

## *Soft-Lite Lenses*

GREATER COMFORT • BETTER APPEARANCE  
THE PROTECTION-CERTIFICATE IDENTIFIES THE GENUINE  
Available only through LICENSEES

Published in the interest of competent eye-authorities—"KEEPERS OF THE LIGHT"—by the Soft-Lite Lens Co., Inc., 745 Fifth Avenue, New York; Toronto; London



# (Continued) *Introducing* TO LIFE'S READERS LIFE'S 1938 ADVERTISERS\*

[[ This report continues a series introducing to  
LIFE's readers some of LIFE's 1938 advertisers. ]]

**SOFT-LITE LENS CO., INC.:** "One phase of our LIFE advertising that particularly pleases us is the spontaneous response of our licensees."  
*Agency, N. W. Ayer & Son, Inc.*

**SOUTHERN PACIFIC COMPANY:** "LIFE is a magazine that is going ahead. Investigation has proved that LIFE is popular with the people who use our trains."  
*Agency, Lord & Thomas*

**SQUIBB, E. R., & SONS:** 1937 LIFE advertiser continuing.  
*Agency, Geyer, Cornell & Newell, Inc.*

**STANDARD BRANDS, INC.** (Fleischmann's Yeast): 1937 LIFE advertiser continuing. (Fleischmann Distilling Corp., 'Black & White' Scotch Whiskey): A new LIFE advertiser in 1938.

*Agencies, J. Walter Thompson Company (Fleischmann's Yeast);  
L. H. Hartman Co., Inc. ('Black & White')*

**STATE OF NORTH CAROLINA:** A new LIFE advertiser in 1938.  
*Agency, Eastman, Scott & Co., Inc.*

**STETSON, JOHN B., CO.** (Hats): "We consider that LIFE has played a highly important part in the promotion of new Stetson styles during the past fall."  
*Agency, Kenyon & Eckhardt, Inc.*

**STUDEBAKER CORPORATION, THE:** "LIFE has been a good medium to reach Studebaker prospects. Surveys we make show that we are getting full value for our LIFE investment."  
*Agency, Roche, Williams & Cunningham, Inc.*

**TALON, INC.** (Hookless Fastener): 1937 LIFE advertiser continuing.  
*Agency, McCann-Erickson, Inc.*

**TAYLOR, E. E., CORP.** (Taylor-Made Men's Shoes): "As a national advertising medium, we consider LIFE one of the best."  
*Agency, P. F. O'Keefe Advertising Agency, Inc.*

**TEA BUREAU, INC.:** 1937 LIFE advertiser continuing.  
*Agency, William Esty and Company, Inc.*

**TEXAS CO., THE** (Fire Chief Gasoline): 1937 LIFE advertiser continuing. (Havoline Oil): 1937 LIFE advertiser continuing.  
*Agencies, Newell-Emmett Co. (Fire Chief);  
Erwin, Wasey & Co., Inc. (Havoline)*

**TRUVAL MANUFACTURERS, INC.** (Shirts): "'Sampling' in late 1937 leads to a strong schedule for 1938."  
*Agency, Grey Advertising Agency, Inc.*

**UNDERWOOD, WILLIAM, COMPANY** (Deviled Ham): 1937 LIFE advertiser continuing.  
*Agency, Alley & Richards Co.*

**WALKER, HIRAM, & SONS, INC.:** "LIFE's editorial appeal must mean advertising influence; in support of this belief we have scheduled LIFE for all our current campaigns."  
*Agency, Fletcher & Ellis, Inc.*

**WALLACE, R., & SONS MFG. CO.** (Silverware): A new LIFE advertiser in 1938.  
*Agency, Wilson H. Lee Advertising Agency*

**WANDER COMPANY, THE** (Ovaltine): 1937 LIFE advertiser continuing.  
*Agency, Blackett-Sample-Hummert, Inc.*

**WARNER BROS. PICTURES, INC.:** 1937 LIFE advertiser continuing.  
*Agency, Blaine-Thompson Co., Inc.*

**WEBSTER-EISENLOHR, INC.** (Webster Cigars): "LIFE is one of the three important magazines back of the Webster Cigar for 1938."  
*Agency, N. W. Ayer & Son, Inc.*

**WECO PRODUCTS COMPANY** (Dr. West's Tooth Brush): "LIFE vibrates with interest; that is why we have chosen it to carry our Dr. West's Tooth Brush advertising."  
*Agency, J. Walter Thompson Company*

**WESTON ELECTRICAL INSTRUMENT CORP.** (Exposure Meter): 1937 LIFE advertiser continuing.  
*Agency, G. M. Sanford Co.*

**WILDROOT CO., INC.:** 1937 LIFE advertiser continuing.  
*Agency, Batten, Barton, Durstine & Osborn, Inc.*

**WOHL SHOE COMPANY** ('Paris Fashion' Women's Shoes): "Judging from our results, LIFE is a new way of communicating with the public."  
*Agency, Roche, Williams & Cunningham, Inc.*

**YOUNG, L. A., GOLF CO., THE** (Hagen Products): "The type of reader and reader interest in a publication determine the expenditure of our advertising dollars. That's why LIFE is on our schedule."  
*Agency, Zimmer-Keller, Inc.*

**ZEISS, CARL, INC.** (Contax Cameras): "LIFE pulled an unusually heavy number of inquiries from the start."  
*Agency, John O. Powers Co.*

**ZEUS CORPORATION** (Zeus Filter-Holder): "The first Zeus advertisement appeared in four weekly magazines. LIFE pulled more inquiries than any of the other three."  
*Agency, Geyer, Cornell & Newell, Inc.*

## ADDENDA

The following advertisers are among those who have scheduled space in LIFE since the beginning of this series.

**AFFILIATED GREYHOUND LINES:** "LIFE reaches an alert and active group who do things and go places. It would be hard to find a better medium for reaching these people."  
*Agency, Beaumont & Hohman, Inc.*

**AMITY LEATHER PRODUCTS CO.** ('Director' Billfolds): "Results have convinced us that a well merchandised campaign in LIFE is the strongest single modern selling force."  
*Agency, Henri, Hurst & McDonald, Inc.*

**ARNOLD, M. N., SHOE COMPANY:** A new LIFE advertiser in 1938.  
*Agency, Alley & Richards Co.*

**BOYLE LEATHER GOODS CO., INC.** (Luggage): "We believe LIFE goes to an audience that is travel-minded and can afford accommodations and equipment for travel on a class level."  
*Agency, Cramer-Tobias-Meyer, Inc.*

\* Advertisers who have already scheduled space in LIFE in 1938. Other advertisers who have scheduled space since the beginning of this series will be listed in a later report.

(To be Continued)

**LIFE - LIFE - LIFE - LIFE - LIFE - LIFE**



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**EDITORS:** Henry R. Luce, John Shaw Billings, Daniel Longwell.  
**PHOTOGRAPHERS:** Margaret Bourke-White, Alfred Eisenstadt, Rex Hardy Jr., Bernard Hoffman, Thor D. McAvoy, Carl M. Mydans, Peter Stackpole, William Vandivert.  
**ASSOCIATES:** Rachel Albertson, Lincoln Barnett, Alan Brown, David Cort, Mary Fraser, Andrew Henschel, Geoffrey T. Heilman, Wilson Hicks, Dorothy Hoover, Joseph Kestner, Hubert Kay, Alexander King, A. K. Mills, Wilard D. Morgan, Paul Peters, Howard K. Richmond, Maria Sermolone, Joseph J. Thorndike Jr.

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# THE TASTE AMERICA COULDN'T FORGET



**CHERISHED CHILDHOOD MEMORIES** come back as you taste the pungent goodness of Heinz Fresh Cucumber Pickle. You'll remember the most comforting frames up in grandmother's garden—the sweet, steady stream of the kitchen at pickle time—an old out-glass pickle jar on the checked tablecloth.

*On a hot day in Virginia I know  
of nothing more comforting than a  
fine spiced pickle, brought up trout.  
Like from the sparkling depths  
of that aromatic jar below stairs  
in Aunt Sally's Cellar*

*Th. Jefferson.*

**PANTRY PIRATES** of long ago—greenery and greenness—phobias—the earthenware crock on the wall washed shut under the cover stairs. It seems like a weakness for fresh—our pickle—the green garden—spicy. And she always curled out with lush generosity to a perpetually hungry at a boy. Just such a green—pickle wrote down for Heinz for treasured recipe. And that's how Heinz skillful chefs have been able to recapture the Heinz Fresh Cucumber Pickle, that delightfully enlarged for our fast-paced flavor.



**GREAT GOURMET** of his day, Thomas Jefferson wrote this tribute: "Pickles to be made, and in the same way, make the best so on. And you can enjoy the same fresh cucumber pickle for Heinz makes it just as Aunt Sally did it, and according to a true—pickle was passed down through many generations."

**"LAND SAKES—I'VE MADE THEM  
THIS WAY FOR YEARS!"**

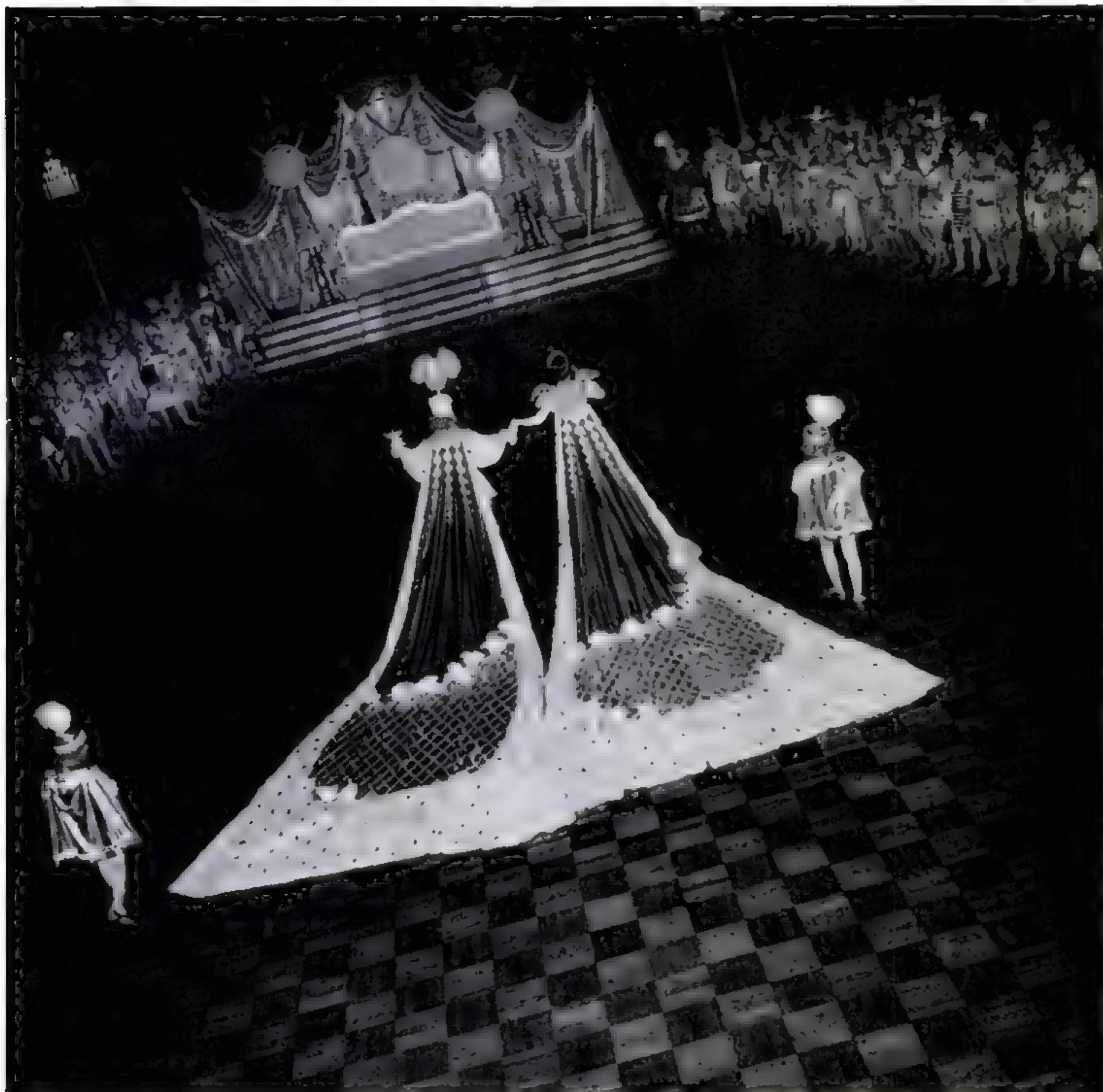


**WHEN** grandmother first tasted Heinz Fresh Cucumber Pickle, she exclaimed: "Land sakes!—I've made them this way for years!" Only, Heinz chefs use a special strain of pickled cucumber, Heinz pure distilled White Vinegar, and seasonings imported from the orient by Heinz own spice hunters. Keep a big jar of Heinz Fresh Cucumber Pickle in the pantry, and let the snack snatchers in your family eat their fill. These crisp, crunchy slices are as good for them as a green salad!



**PICKLE DISHES** appear again on smart tables. They're tasty new just as of old days, but the pickle was the same as of old. For it's Heinz Fresh Cucumber Pickle—the preservation of a taste America couldn't forget. Use these same slices to garnish meals or on sandwiches with crispness. They're crisp as a frosty morning, fresh as spring rain.





## LIFE GOES TO AMERICA'S MOST FAMOUS PARTY: NEW ORLEANS' MARDI GRAS

**C**enturies old in the Catholic countries of the world is the custom of holding carnival (from the Latin *carne vale*, meaning "farewell to meat") in the days before the fast of Lent. In New Orleans, oldtime French and Spanish colonial capital, the ancient festival marks the city's social season. It begins on Twelfth Night (Jan. 6), explodes in a mounting merriment of street parades and balls in the last ten days, comes to a glittering climax on the evening of the final

day, Mardi Gras (Fat Tuesday), with the ball of the Mystick Krewe of Comus.

Upstart Longsters now rule New Orleans. But to the Comus Ball go only the proud old families of the old city's aristocracy. Above, you see the King and Queen of Comus approaching their thrones, something which only a socialite handful of New Orleanians have ever seen before. This year, to photograph it for the press for the first & only time in its 81 years, LIFE was invited to the Comus Ball.



## New Orleans revives royal pomp for its No. 1 Mardi Gras party

To outsiders and to most inhabitants, Mardi Gras in New Orleans means the day when the whole city of 300,000 takes a regal holiday, puts on masks and gay or grotesque costumes called "mardy graws" and, joined by tens of thousands of visitors from all over the country, pours out on the streets for a rollicking, romantic time. But to New Orleans party-goers, Mardi Gras means the two great balls which climax the season's parties—the democratic ball of Rex and the aristocratic ball of Comus.

Top social distinction for a New Orleans debutante is to be chosen Queen of Comus. This year the honor went to pretty Kathleen Esheleman, 21, physician's daughter, Sweetbriar graduate and descendant of an old mercantile family. The Queen's duties are to review the Comus Krewe's torchlit evening parade, preside at the Comus Ball and give a supper for her court afterward. Among other elaborate moments, she gets to keep the glittering jewels and crown which the Krewe provides for her.

Oldest of the city's many ball-giving krewes, Comus like the others keeps its members' identities secret. Hence no outsider knows who is the King of Comus. A few ladies are invited to dance at the ball, many other guests to sit in the gallery and watch. On the opposite page, masked & costumed members promenade with their ladies at two dances.



THE QUEEN OF COMUS, KATHLEEN ESHELMAN, POSES AT HOME WITH HER MAIDS AND PAGES.



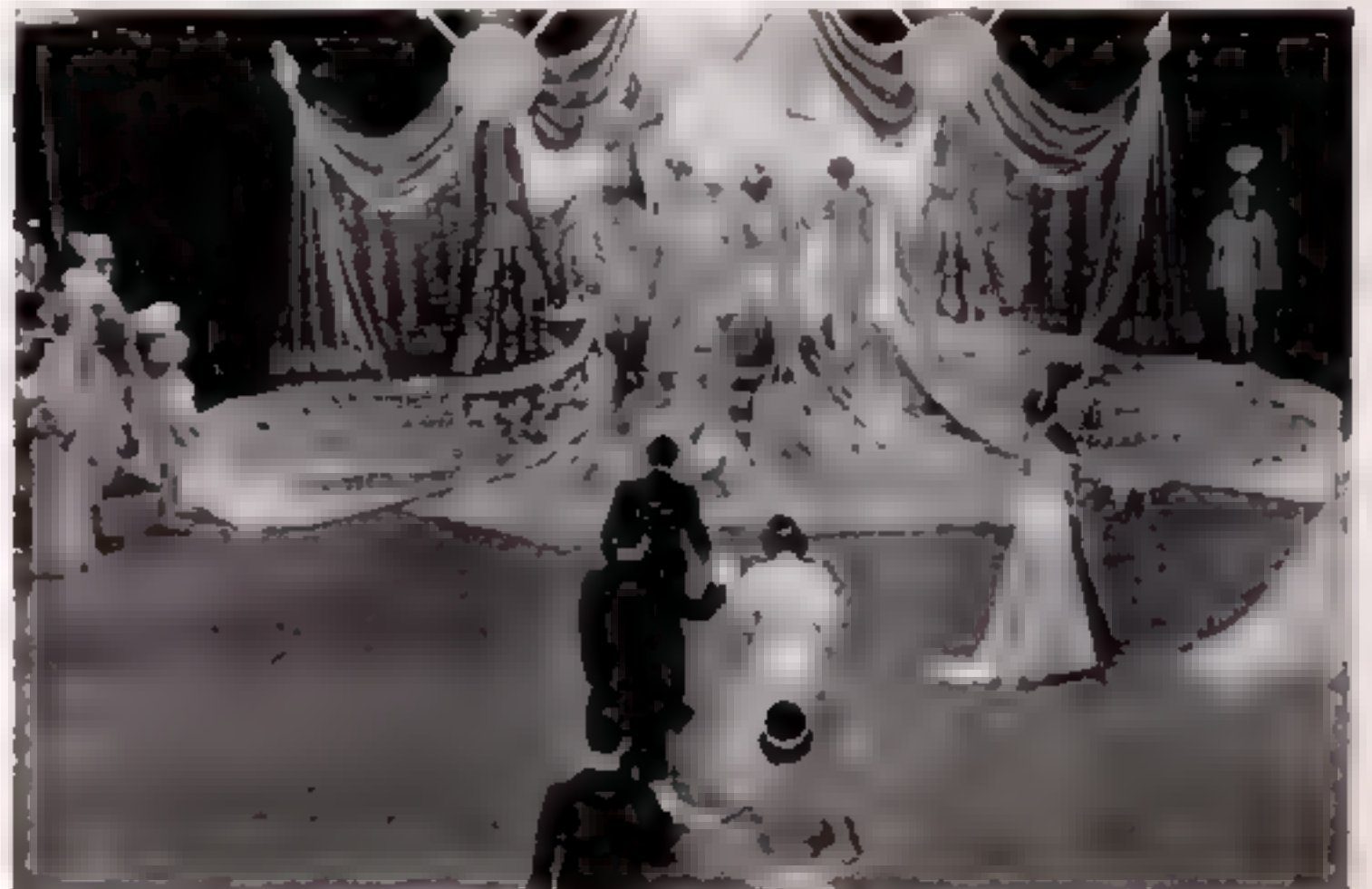
The Queen of Comus is led to meet her king by the Krewe's captain as the ball begins at 9 p.m. First girl chosen Queen of Comus, in 1894, was Robert E. Lee's daughter Mildred.



The King of Comus shares his throne with the Queen as his "Dukes" and her maids of honor approach to pay their homage. King of night, he holds a silver cup instead of scepter.



High point of the Comus Ball, as of the whole carnival, comes at 11:30 when the King and Queen of Rex (right) leave their own ball and come to join the rulers of Comus (left).



The four monarchs receive the tail-coated "Dukes" of Rex and his Queen's ladies. New Orleans' Municipal Auditorium was partitioned to make room for both balls simultaneously.





CONTINUED ON NEXT PAGE





Fat Tuesday: St. Charles Street



## Ash Wednesday: the morning after



**5:30 A. M.**

Lent begins officially on the stroke of Mardi Gras midnight. But the Queen of Comus' supper lasted until

4 a.m. and late revelers were still to be seen in the city's cafes or having coffee in the French Quarter

as a handful of devout citizens turned out for early Mass in St. Louis Cathedral, nation's third oldest.



**NOON**

This is the busiest part of New Orleans' busiest street, Canal. Yesterday it was pack-jammed, like St. Charles

Street (opposite page) with hundreds of thousands of singing, dancing, shouting celebrants. Today it is

nearly deserted as Catholic New Orleans sleeps off its great party and begins the 40-day fast of Lent.



## LIFE ON THE AMERICAN NEWSFRONT: LOS ANGELES COUNTY IS FLOODED



THE RAMPANT SANTA ANA RIVER, BOILING OVER ITS BANKS, SWEEPED AWAY A RAILROAD TRESTLE (CENTRE), A HIGHWAY BRIDGE (FOREGROUND)

PLASTER MODELS WERE AWASH IN ONE HOLLYWOOD MOVIE STUDIO



VICTIM OF A FLOOD

At least once every winter some U. S. river outgrows its valley, rears from its banks, rampages over fields and through city streets. Two years ago the swollen Connecticut, Mohawk and Alleghany Rivers spread desolation through the East. Last year the Ohio and Mississippi ravaged broad farmlands in the Midwest. This year it was California's turn when angry waters gushed from the mountains above, swept down into the Los Angeles and Santa Ana Rivers and hurled themselves across 5,000 square miles of some of the nation's richest land.

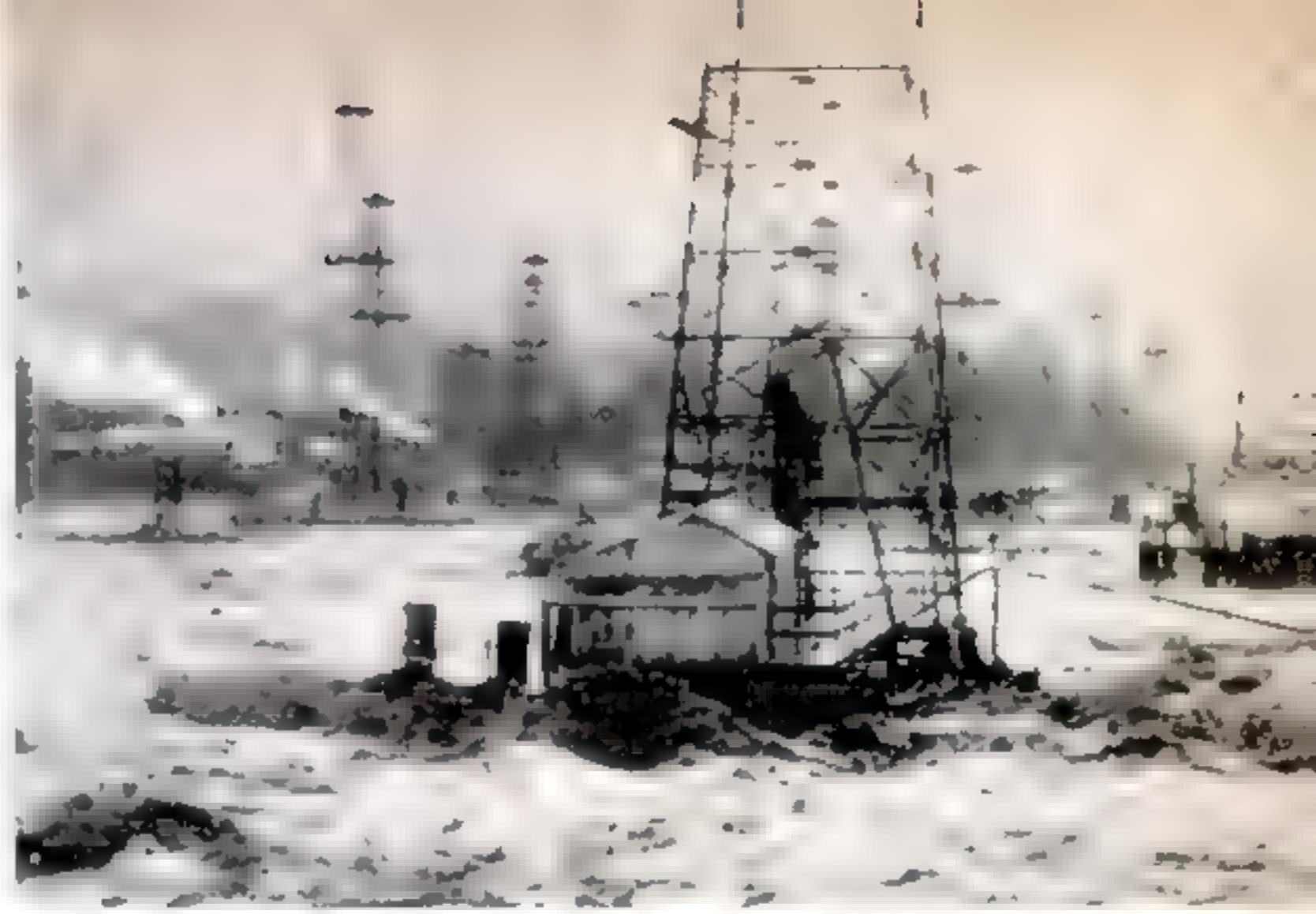
In one sense all floods are alike: death follows in their wake. Long before the waters recede, bodies of nameless men float to the surface, are pulled in and stretched on undertakers' slabs like the Louisville corpses above. Flood had taken 126 lives in Southern California between March 1 and March 5, had carried more than 100 others into the limbo of the "missing."

In another sense, however, California's flood differed from those of other years. The Ohio and Mississippi waters had risen gradually day by day beneath steady unrelenting rain, eventually had overflowed their levees. California's flood began almost without warning with a rainfall of tropical violence on Feb. 27. The rains swept cataracts that cut huge scars in the mountainsides and washed out canyons whence the torrents roared forth with irresistible power into the broader channels below. There was no time to prepare for the ensuing tragedy. Thousands of persons were expelled from their homes. Bridges were swept away, telephone poles toppled. Automobile roads to Los Angeles were washed out. East-West railroad service came to a halt. In Hollywood movie stars slept in the studios rather than venture a perilous homeward trip. When skies finally cleared and relief agencies went into action, California tried to compute its loss. Best estimate at the close of the week, \$60,000,000.





AT FIRST CITIZENS OF VENICE, CALIF. THOUGHT THEIR FLOOD WAS FLY



OIL FIELDS AT VENTURA WERE BURIED DEEP UNDER FLOOD WATERS



HOUSES WERE CRUMPLED BY A WALL OF WATER IN TOPANGO CANYON



CARS WERE WRECKED WHEN A BRIDGE WAS WASHED AWAY AT DEL MAR

ONLY FROM THE AIR COULD OBSERVERS SEE WHAT HAVOC WAS BROUGHT ON ORANGE GROVES, HOMES, HIGHWAYS BY THE ROARING LOS ANGELES RIVER





# LIFE ON THE AMERICAN NEWSFRONT: FIVE-SUIT BRIDGE LOOMS AS A NEW NATIONAL FAD



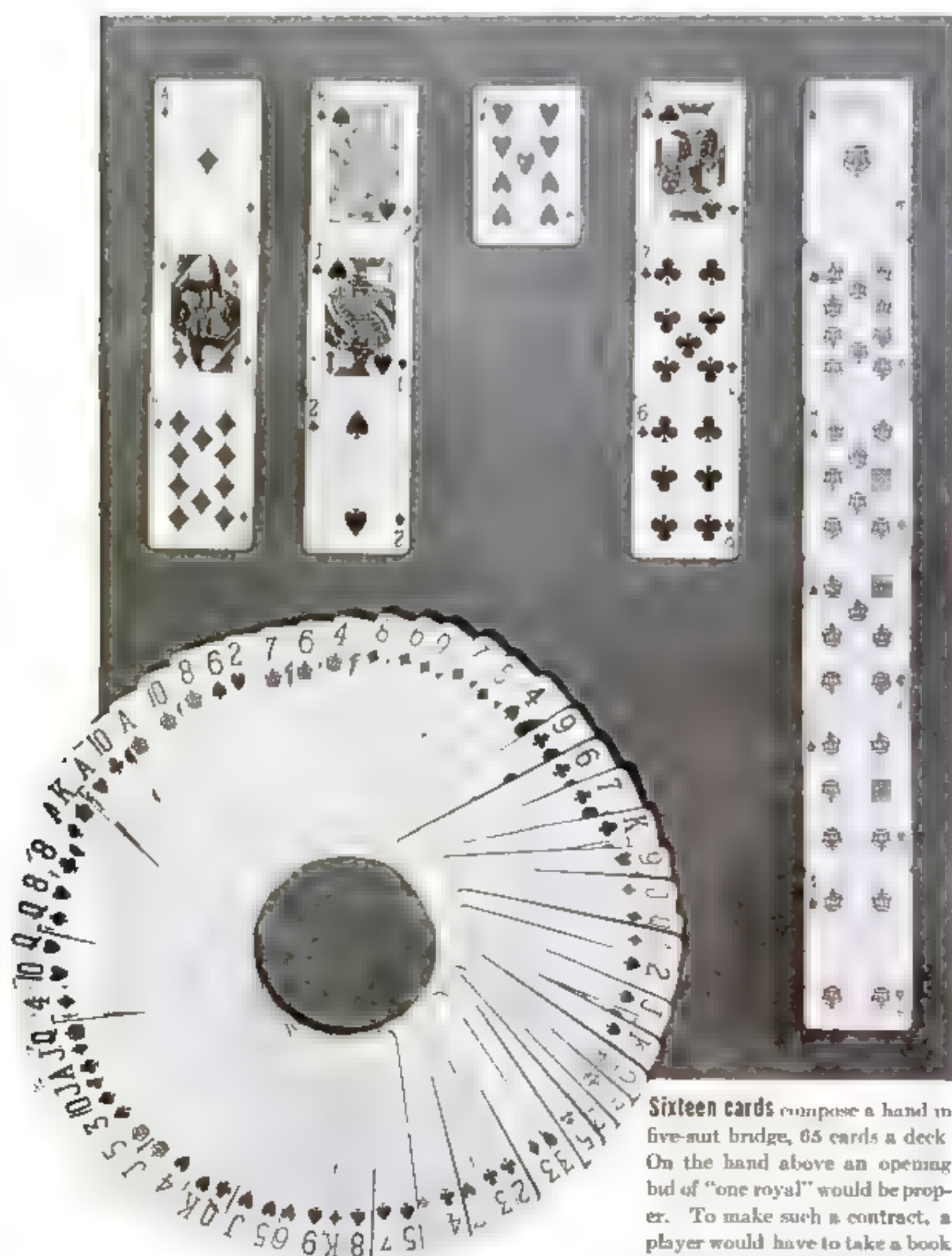
Three of the "Four Aces" study the new game for a forthcoming book. Fourth at the table is independent Expert

Edward Hynes Jr. who sits at far left. "Aces" shown are David Burnstine, Howard Schenken and Marvin D. Maier.



The brain cells of average bridge fans are sorely taxed by the strain of following 52 cards and four suits through the complex sequence of play. Thought of a 65-card, five-suit deck might cause many a half-hearted bridger to renounce the game. Yet such a deck appeared in Vienna not long ago, has since become extraordinarily popular with European experts. To players with durable memories the new game offers a challenge, to others a high hurdle.

On Feb. 21, Selfridge's in London placed five-suit decks on sale. On March 7, hundreds of them arrived in New York, went at once to meet advance orders. Each pack contained the regulation 52 cards, plus a fifth suit of 13 cards, called "royals," symbolized by a green coronet, separately wrapped (above). First pack available went to the famed "Four Aces" (left) who tried the game, found it "very interesting." Unenthusiastic was haughty Expert Ely Culbertson. Snorted he: "Five-suit bridge is a false alarm."



Sixteen cards compose a hand in five-suit bridge, 65 cards a deck. On the hand above an opening bid of "one royal" would be proper. To make such a contract, a player would have to take a book of eight tricks and one trick over.



Highest of the suits is royals, which in new scoring count 30. Other suit values: clubs and diamonds, 20; hearts and spades, 25; no trump, 40. Score needed to make game; 120.



## BARUCH ADMONISHES NEW DEAL AS ROOSEVELT DEPRESSION BUMPS BOTTOM



The greatest personal and national tragedy in America was highlighted on March 4 when President Roosevelt solemnly rededicated the Roosevelt New Deal to his heartfelt purpose of creating a more abundant life for all the people. Simultaneously, after five full years of effort toward this noble end, the Roosevelt Depression was bumping bottom, sinking the people even deeper in want and fear. Over Washington lowered a cloud of strain and gloom and confusion, observable even in the self-confident President. "We have pulled all the rabbits out of the hat," said New Dealer Maury Maverick, "and there are no more rabbits."

Down to Washington on Feb. 28 to testify by invitation before the Senate Committee on Unemployment went that great fiscal and mental speculator, Bernard Mannes Baruch, 67 (above), the No. 1 Democrat who has remained outside but not

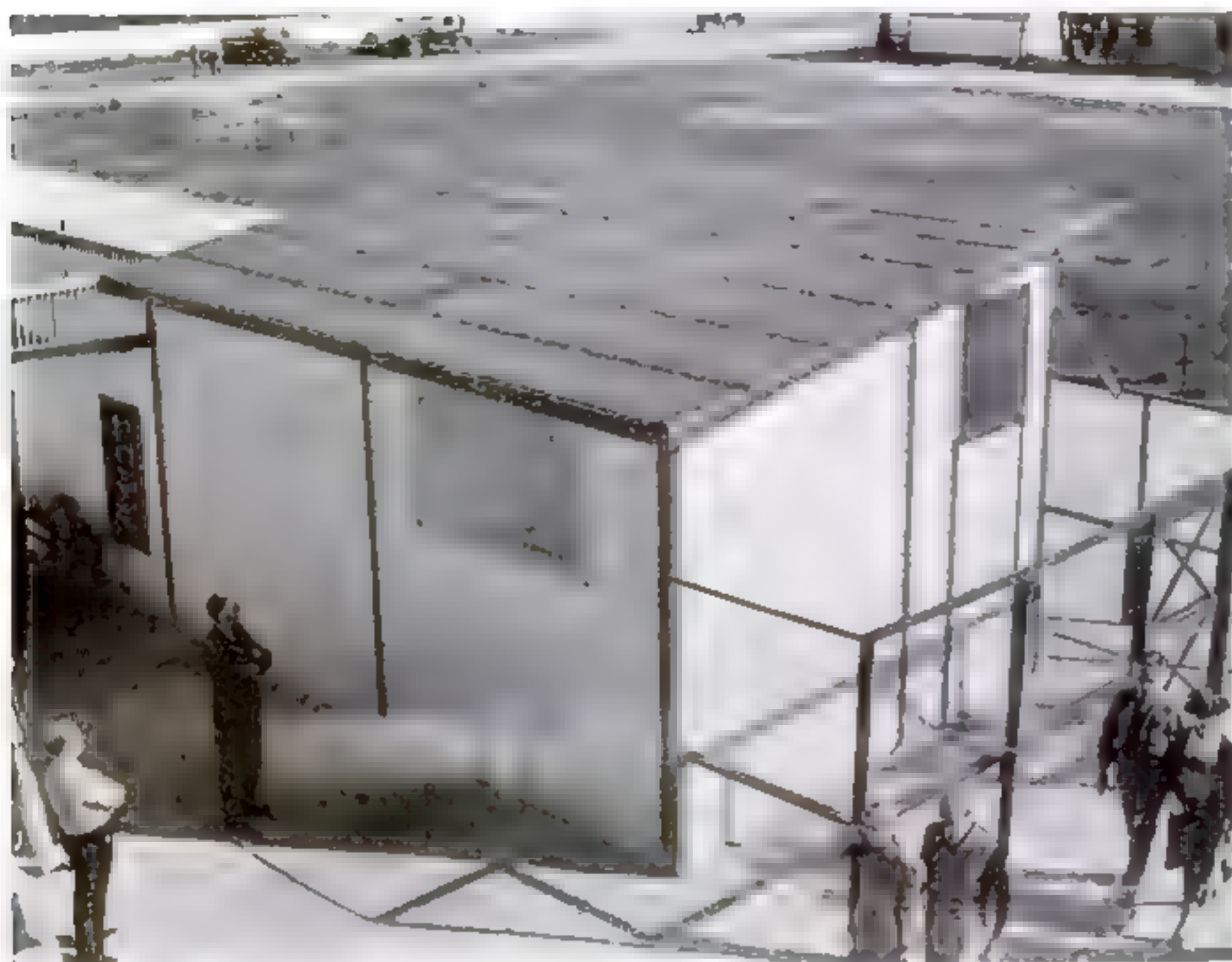
opposed to the New Deal. Regretfully blaming the Depression on New Deal policies, he spoke a few hard home truths: 1) This country has "enough idle money, idle labor, idle brains to produce plenty for everybody." 2) Under the profits system men will not risk money and effort when their hope of profit is dampered by the certainty of restrictive taxation, the uncertainty of Government policy.

His advice: let the New Deal demonstrate, chiefly in tax policy, that it definitely favors the profits system, and the forces of Recovery will rise in flood.

Meantime a great Democrat inside the New Deal, Ambassador Joseph P. Kennedy, arrived to shoulder his new duties in London. Observed the Ambassador to British reporters: "Right now the average American is more interested in how he's going to eat and whether his insurance is good than in foreign politics."



# LIFE ON THE AMERICAN NEWSFRONT: BOLD PHOTOGRAPHER OUTSMARTS "GARGANTUA THE GREAT"



Winter home of Gargantua the Great is this little frame house at Sarasota. Inside is his steel-barred cage. The

house is air-conditioned to simulate the Congo. Thus he is protected from pneumonia, nemesis of captive gorillas.

Six years ago natives captured a baby gorilla in the forests of the Belgian Congo. He was sold successively to a sea captain, an animal dealer, a zoo impresario and John Ringling North of the Ringling Brothers and Barnum & Bailey Circus. On acquiring him six months ago Mr. North knew he had found a superb circus attraction, built him an air-conditioned house at Sarasota, Fla., named him "Gargantua the Great." Unappreciative, Gargantua displayed an increasingly ugly temper. He hurled refuse at visitors, chewed Mr. North's arm, nearly strangled his keeper. Last month Columnist Heywood Brown inspected him, wrote: "He is the fiercest-looking thing I have ever seen on two legs." Now 7 years old, Gargantua is 6 ft. tall, weighs 450 lb., is valued at \$100,000.

LIFE wanted a portrait of Gargantua inside his cage. So did the circus. But his house had only 4½ ft. of outside floor space between wall and cage, Gargantua's reach was 4 ft. In a first attempt Feb. 6, Al P. Burgert, LIFE's photographer, escaped with a stunning blow on the shoulder, a shower of refuse, no pictures. Undismayed he went home, practiced jumping forward 4½ ft. clicking his shutter, jumping back. On Feb. 28 he returned with a football helmet, nose guard, shoulder pads. Re-entering Gargantua's lair he took several shots of the gorilla behind bars (*below*). Then risking safety for a closeup, he leaped forward, thrust his camera between the bars, flashed his bulb full in the gorilla's face, leaped back unscathed with the portrait shown on the opposite page. Chortled bold Al Burgert: "Gargantua's fist hit my nose guard. That and an eye full of celery tops were the only casualties. I really outsmarted the big brute."



A banana is Gargantua's favorite fruit. His diet also includes milk, eggs, liver extract, chocolate syrup, Karo syrup, apples and celery.



John Ringling North approached Gargantua's cage rather too closely Feb. 16. He was bitten three times and severely mauled.



LIFE Photographer Al Burgert came to cover his assignment in football gear, nose guard.



Barely out of infancy Gargantua the Great is only now losing his baby teeth. Thus at 7 he is comparable to a child of 5. He will enter his



adolescence in about two years, reach full maturity at 12. Despite his youth, his strength



is equal to that of five able-bodied men, his mind, cunning, treacherous, wanton, is like that of a murderous paranoid.







# PEOPLE

The cameras of the World Press  
now put these People in the News



**Veronica Steen**, pupil of Pavlova, holds the world's high-kicking championship with a record of 3,000 kicks in 80 minutes. She is now aiming at a goal of 5,000 kicks. Her legs are insured at Lloyd's for £10,000.



**Marlene Dietrich**, film actress whom Paramount recently released (*LIFE*, Jan. 3), tells Mrs. Jack Warner a bit of news. The news is that Maurice de Kobra has

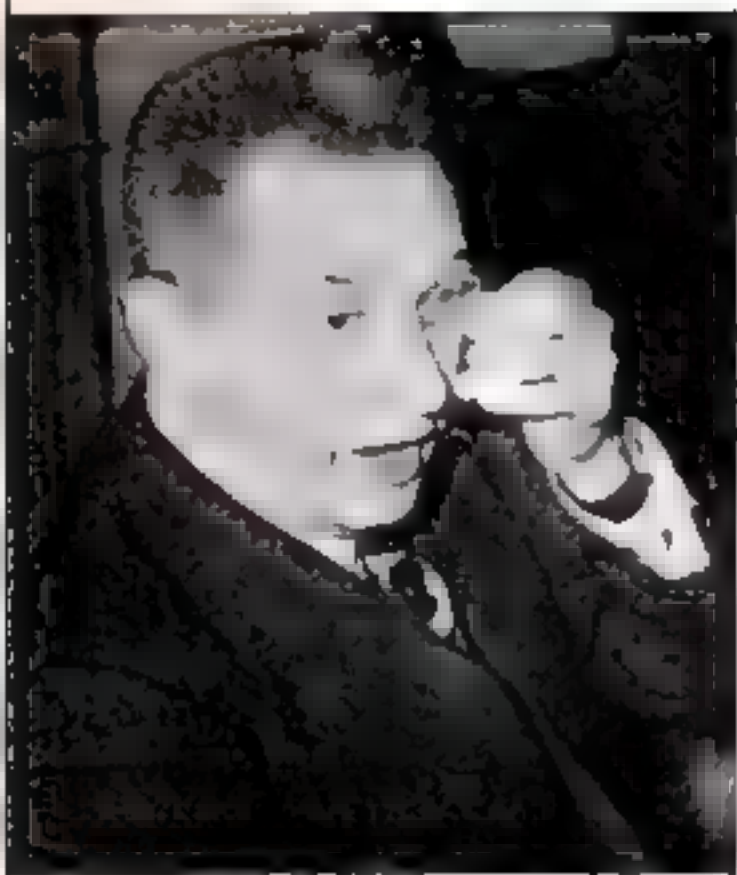
just offered her \$100,000 to appear in English and French versions of *Madonna of the Sleeping Cars*. She also talks about Douglas Fairbanks Jr., who phones every day.



**Frank R. McNinch** was given the job of putting some starch into the Federal Communications Commission. As FCC chairman, he is rapidly making good. In January he cracked down on N.B.C. for allowing the vulgar Adam-&-Eve sketch of Mae West and Charlie McCarthy, was branded a censor. In February he ap-

proved a bill to collect an annual tax from radio stations. Mr. McNinch's plans for March involve South America. President Roosevelt has given him the job of counteracting propaganda broadcasts, chiefly from Germany and Italy, which are deluging that continent. McNinch solution: bigger and better broadcasts from the U. S.





**Alexander Kerensky**, premier of Russia in 1917 before the rise of Lenin, arrived in New York March 2, presiding Stalin's downfall.



**William C. Bullitt**, Ambassador to France, arrived here March 4 for Easter. He said he would not run for Governor of Pennsylvania.



**Francha Lederer**, Czecho-Slovakian actor, encounters the ups and downs of Hollywood in a single chair. He made his last picture in the fall. He is not yet engaged for a new one. Meantime he relaxes in this divan specially designed to rest actors without marring their clothes.



**Mrs. Alphonse Capone** hurried west from Miami on hearing reports that her gangster-husband had cracked mentally from confinement in Alcatraz Prison. Dodging news photographers who crowded to right and left, she visited him March 1, said his trouble was "dejection and nerves."



**Princess Beatrix** of The Netherlands, born Jan. 31, was reported on Feb. 21 to have gained a full pound in her three weeks of existence. She now weighs 8 lb., 11 oz. Her mother, Princess Juliana, shown here with Prince Bernhard, is said to be "now completely normal."



**Private Boy Martin** (right) is only 15 years old. Since the British Army has trouble obtaining sufficient recruits, this youngster was welcomed into the Seaforth Highlanders. From Glasgow recently he sailed for Hong Kong. When he will return to Scotland no one knows.





TO THE PASSING MOTORIST MIKADO, MICH., IS A SCATTERING OF SNOW-COVERED HOUSES ALONG HIGHWAY 171 ON THE COLD LAKE HURON PLAIN

## "AARON SLICK FROM PUNKIN CRICK"

"Greatest rural comedy" delights Mikado, Mich.

**A**bie's *Irish Rose*, with 2,500-odd performances, rolled up Broadway's all-time endurance record, but it is a piker compared to *Aaron Slick From Punkin Crick*. For *Aaron Slick*, "greatest of all rural comedies," has been staged over 25,000 times. It has been seen by more people than have seen all Broadway productions put together for the last five years. Its script has sold over three-quarters of a million copies. Yet few, if any, of Broadway's army of professional theatre folk have ever heard of it.

Hence LIFE sent Wilham Vandivert to a town in central Michigan on Feb. 19 to see a local-talent production of America's best-loved comedy. On this and the following pages you see his documentation of the "theatre west of Broadway." Since it is the only theatre millions of Americans have ever known, his pictures form a commentary on American culture.

The town is Mikado (pronounced Mikaydo), 200 miles north of Detroit, five miles inland from frozen Lake Huron. Fifty years ago Mikado was a wilderness. Its first white man's dwelling was built by Dan Bruce, the old pioneer whom you see at the left in the weather-beaten house that was once his lumbermen's hotel. Today Dan Bruce is 82 and Mikado is a farmers' trading centre of 125 souls, with a general store, a gift shop, a bank, two barbershops, three churches, a creamery and a new Town Hall.

Into this Town Hall poured practically the entire population of the village to see the newly formed Mikado Dramatic Club play *Aaron Slick From Punkin Crick*. That they enjoyed it thoroughly is attested by the picture opposite. For the story of the shrewd Oklahoma farmer who outsmarts the city slicker is close to the hearts of millions of Americans and is rich in the simple slapstick humor of U. S. rural tradition. To the Mikado Dramatic Club, one of the nation's 300,000 amateur play-producing groups, it brought a net profit of \$11.35—enough to cover the expenses of next year's show.







"A clean rural comedy" is the subtitle given *Aaron Slick* by its author, Lieut. Beale Cormack. In real life Lieut. Cormack is Walter Ben Hare (above) of the Phoenix, Ariz., U. S. Weather Bureau.

Through a hole in the cretonne curtain of the Town Hall, a Mikado Dramatic Club member peers out, just before opening time, at assembling villagers and farmers. Some drove 30 miles over ice-covered roads to see *Aaron Slick*. Some had never before seen live actors perform on a real stage.



FARMERS IN RED MACKINAWS AND VILLAGE YOUTHS IN LEATHER JERKINS ROAR AT "AARON SLICK'S" SALTY-TONGUED VICTORY OVER CITY VICE

CONTINUED ON NEXT PAGE





This picture of 108 citizens of Mikado, Mich., witnessing *Aaron Slick From Punkin Crick*, was taken from the stage of the new Town Hall. Many are laughing because a moment before the harassed Oklahoma widow had crowned Aaron, her bashful suitor, with a mess of bread dough. The stage they are looking at, typical of thousands of amateur stages, is seen at the left. The white streak in picture above is the wire on which runs the inevitable cretonne curtain.

Every Monday night the hall is used for basketball (note floor markings and baskets). Every Friday it is used for old-fashioned square dances. The hall itself is built of circular "augmented raft-





ers" and is sheathed with sheet metal outside and wallboard inside. Playwright Walter Ben Hare attributes the astounding popularity of *Aaron Slick* to his knowledge of just what this audience wants. His *Aaron Slick*, first produced in 1919, has been played three or four times daily ever since. Like his *Deacon Dubbs* and his *Home Came Ted*, it is "a gauntlet of defiance flung at the faces of the defenders of Drama with a capital D." Small-town audiences, he is convinced, want "the old, old tale of rural virtue triumphant, of city vice thwarted—the old farcical situations and action, action, ACTION." At right you see high moments of *Aaron Slick's* action.



When the city slicker (centre) tries to make the widow sign away her farm for \$1,200, Aaron Slick (left) smells a rat. "See here, stranger," warns Aaron.

"I wouldn't monkey with a buzz saw if I was you, 'cause you might get bit." The Mikado actors are the daughter of the general storekeeper and two farm boys.



"Well, I'll be doggoned," exclaims Sis Riggs, "a regular townboy," who, hidden in the clothesbasket, overhears the slicker plotting to rob the widow of her farm

and its oil. But he is forced to pay \$20,000, only to learn that the oil was dumped into the spring by Aaron Slick himself. Love triumphs in the end (below).





## REVOLUTIONARY MEXICAN ART SHOW TOURS THE U.S.

Social satire and the common people are its favorite topics

Born of the Social Revolution of 1910, the Mexican modern art movement is a striking reaction to the academic period which preceded it. Instead of smooth, respectful oils of saints and viceroys and politicians, Mexican painters of today have turned increasingly to social satire and the depiction of the common people and their labors in strong colors and in Impressionistic style. Recently a traveling exhibit of the new work of 15 topnotch Mexican artists was shown at New York's Valentine Gallery, from where

it will go to St. Paul. Samples in color of these pictures of wars and strikes and peasants and Indians appear on the following pages.

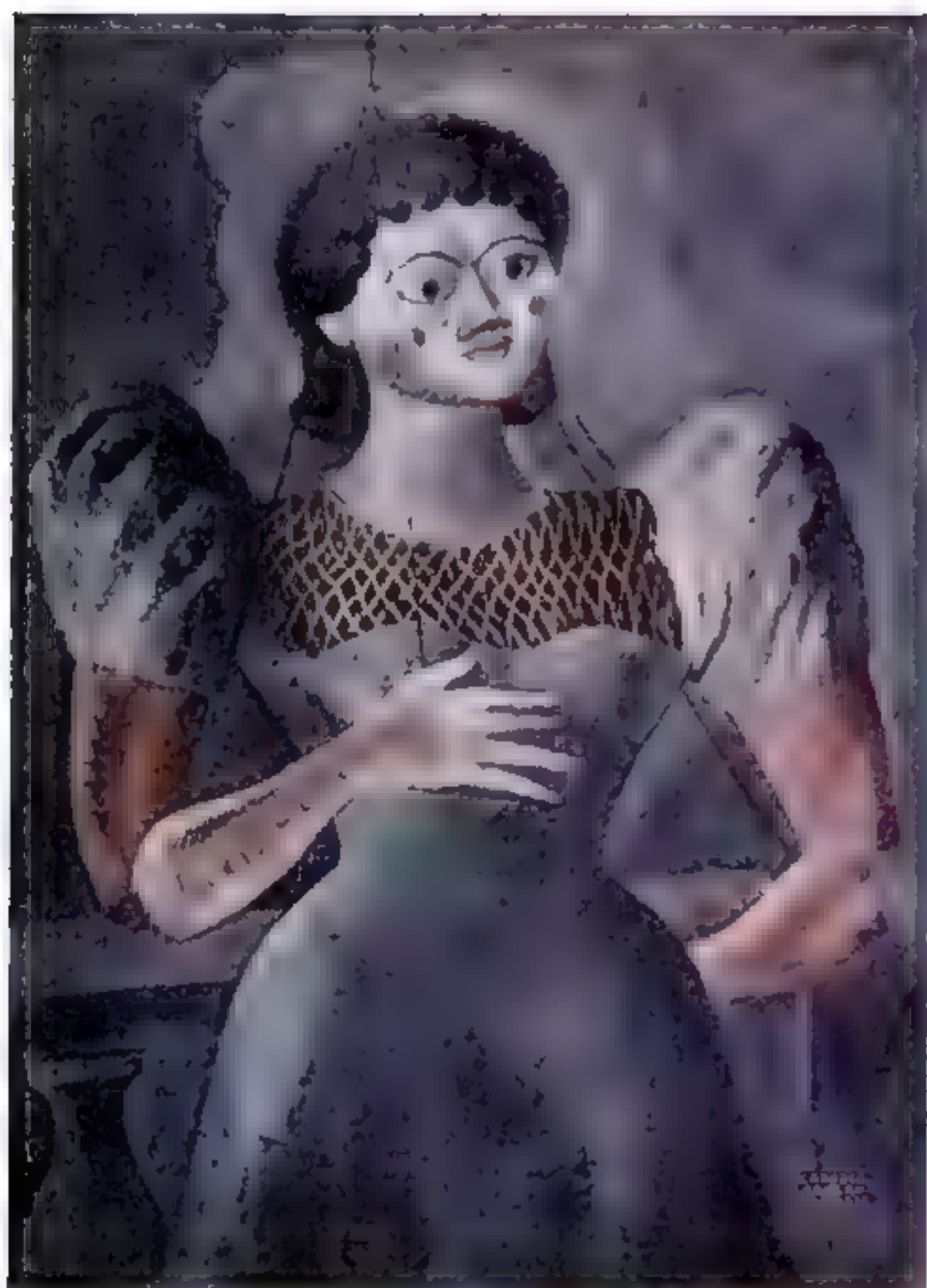
Undisputed leaders of this school are Diego Rivera and José Clemente Orozco who are just about as opposite as two men can be. Orozco eschews politics, has few intimate friends, dislikes mingling with people, hates discussing his work. Rivera, shown below with his German-Mexican wife Frieda, takes an almost maudlin interest in politics, is highly gregarious,

loves publicity, enjoys rubbing shoulders with everyone but Orozco. Born in Mexico 52 years ago, Rivera studied in Spain and Paris. Around 1920 the French Cubists disowned him for putting communist propaganda in his work. In 1929 the Communists, whom he joined in 1921, expelled him for, among other things, painting frescoes on Government buildings in Mexico City at a time when the Government was persecuting Communists. The San Francisco Stock Exchange and Edsel Ford were subsequent Rivera patrons, but this flirtation with Capitalism came to a bad end in 1933 when Rockefeller agents paid him off for a Radio City mural which was later scrapped.

Besides Rivera and Orozco, the Mexican show includes young radicals like Juho Castellanos and J. Guerrero Galván, middle-class artists like Roberto Montenegro who turned radical with the times, and painters of nonpartisan pictures like Carlos Romero.







**Sellers Waiting by Diego Rivera.** This market scene, showing Indians resting with their load, is the work of a Mexican as well known for his political squabbles as his art. Rivera tossed off many water colors like this. Notice the small meticulous signature of this big fat artist who is now host to Leon Trotsky.

**Marionette by Carlos Orozco Romero.** This exercise in composition and color is by an ardent propagandist for revolutionary Mexican art who does not always practice what he preaches and often turns out experimental easel pictures. Romero helped organize the Gallery of Mexican Modern Art in Mexico City.

**The Slaughter Wall by Roberto Montenegro.** This one-time bourgeois painter is now, like most modern Mexican artists, politically inclined toward the Left. Because it is symbolic, the execution wall is not part of a building, but a detached affair with a graveyard behind it. Now 53, Montenegro shows Surrealist influence, once did drawings of Nijinsky. Nelson Rockefeller has some of his work.

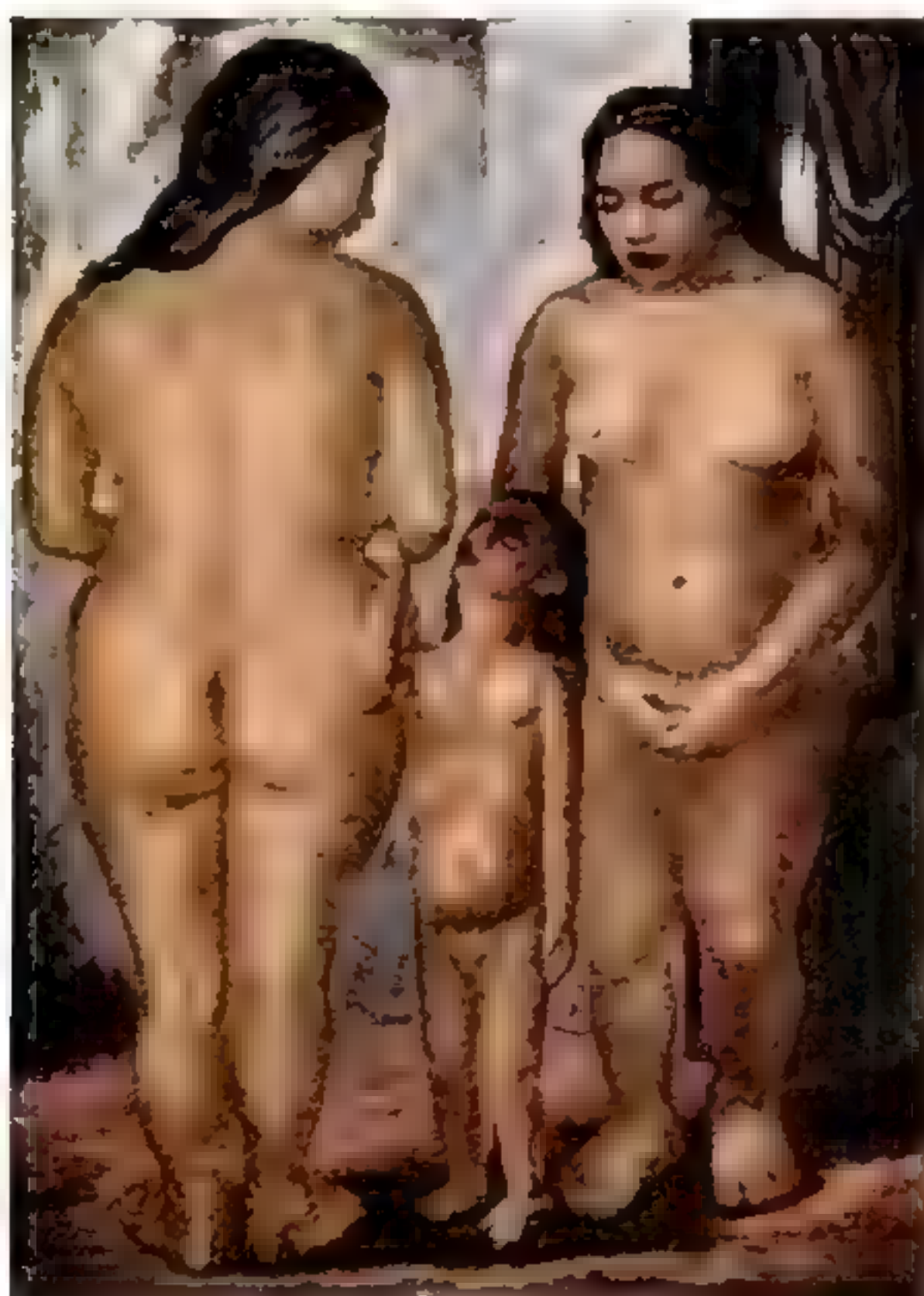






**The Strike by Antonio Ruiz.** This picture shows a scene which occurs often in Mexico. Hung across the door of the closed factory is the red and black flag of the Confederation

of Mexican Workers. Symbolically barring strikers, this is never taken down until the strike is settled. The current Cárdenas regime is consistently friendly toward labor.




**The Annts by Julio Castellanos.** This study of Indian women depicts the heavy torso and short legs of this race which forms the overwhelming majority of Mexico's hybrid population. Artist Castellanos is a stout man who likes to paint heavy, sad people. Influenced by primitive Indian art, he is one of the best-known younger Mexican painters.



**La Vigornia by Jesus Guerrero Galvan.** Born in Mexico, Galvan spent his childhood in the U.S., first studied art at San Antonio where he painted the walls of the school. Later, to earn his living, he, like John Kane and Adolf Hitler, painted tanks, railroad cars and signboard advertisements. The painting at right shows his fondness for sweet idealized faces on stocky, peasant bodies. He sometimes mixes his colors with gasoline.





## The People of Mexico sell to the People of the U.S. things like these

A great many citizens all over the U.S. who have never seen a painting by Rivera or Orozco have in the last year or so become increasingly familiar with the kind of Mexican pottery and glassware and woodwork and furniture shown on this page. Now sold by department stores from coast to coast, this kind of native handicraft is currently enjoying a strong U.S. vogue.

Imported by R. H. Macy & Co., the plates and trays (left above) include big-billed birds copied from old Aztec drawings as well as traditional designs. The chairs (right above) imported and retailed by Fred Loughton of New York, are hand-painted with native designs by mountain villagers. The sombrero ash trays, reproduced about one-half actual size, show variation of Aztec designs and are the work of native Mexican potters who have ovens in the piths of their homes.

The little pigs, which have slots and can be used as banks or for old razor blades, are made by the Totonac Indians who seldom shave themselves. You have to break them in order to empty them. The large jars at the rear of the pig banks are pottery replicas of old oil jars originally brought to Mexico from Spain.





IN ANY CONTEST FOR HOLLYWOOD'S MOST WINNING SMILE, 15-YEAR-OLD DEANNA DURBIN WOULD RANK CLOSE TO THE TOP





A CHOCOLATE SODA WITH EDDIE CANTOR AT PARK & TILFORD'S FIFTH AVENUE STORE IS STILL DEANNA'S IDEA OF A GOOD TIME

## HOLLYWOOD'S DEANNA DURBIN SEES NEW YORK WITH EDDIE CANTOR

One of the most thoroughly commendable things the entertainment industries did in the past year and a half was to discover Deanna Durbin. The discovering process was begun by Eddie Cantor on his radio program and completed by Universal Pictures. Deanna made her feature-movie debut in a little-ballyhooed picture called *Three Smart Girls*, which cost only \$300,000 but earned more than \$2,000,000. Her second picture, *One Hundred Men and a Girl*, has done even better.

Deanna Durbin's voice alone would make her a star, for it has a lilting loveliness which charms the least musical movie-goer. She is triply a star by reason of her growing dramatic talent and her personality. At an age when most child actors lose their appeal, Deanna

Durbin is captivating audiences the world over with a radiant freshness and charm which grow greater with each new picture.

Eddie Cantor, who is as proud of Deanna as he is of his own five daughters, took her to New York for the March 11 premiere of her third picture, *Mad About Music*. They went to celebrate a certain triumph, for *Mad About Music* is one of the season's most delightful offerings. The day they chose to visit Central Park Zoo (Feb. 28) was one of the coldest of the winter and when they went to the top of the Empire State Building they found the world's tallest skyscraper actually swaying on its base in a 75-mile gale. But Deanna thought it great fun, finished off her sightseeing with an ice-cream soda (above).

ATOP THE EMPIRE STATE BUILDING



SEEING THE ZOO WITH EDDIE CANTOR



"LOOK AT THE MOUNTAIN GOATS!"



UP FIFTH AVENUE IN A CADILLAC



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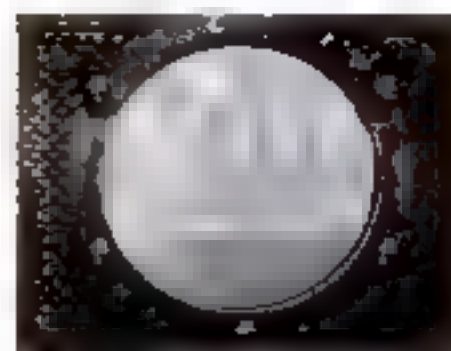


The men who watch Deanna in the studio are her greatest fans, for Deanna is Universal Pictures' chief money-maker. Seated above are Joe Pasternak (left), her producer, who

deserves credit for the high standard of Durbin pictures, and Charles R. Rogers, the studio chief who gave Deanna her big chance. Behind them stand the chief technicians.

## DEANNA DURBIN RECORDS

### the Screen's most valuable voice



The jagged line on the panel at left represents Deanna Durbin's voice—from a long-run point of view, probably the most valuable voice in the world. While Deanna sings into the micro-

phone, sound technicians watch this little panel on an instrument called an "oscillograph" to make sure that the sound is recording properly. If it is not, the line is fuzzy.

Like all singing stars, Deanna Durbin has two separate jobs in the making of one of her pictures. On weekdays she sings and acts for the camera. On Saturdays she goes to the studio in slacks and without make-up to sing for the sound track above. Deanna takes her place before one microphone, the orchestra before another. Between them stands a "sound baffle." In the picture on the opposite page, Music Director Charles Previn stands in front of the baffle, conducting both singer and orchestra. Lest Deanna forget the words of her song, they are written large on a blackboard above her head. The song is *I Love to Rhyme*, written for Deanna by Jimmy McHugh and Harold Adamson, and it bids fair to be a hit.

DEANNA SINGS WITH THE CHOIRBOYS OF ST. LUKES CHURCH IN LONG BEACH. THE SCENE IN THE MOVIE IS A SWISS CHURCH





I LOVE TO WHISTLE - 'CAUSE IT MAKES ME MERRY  
MAKES ME FEEL SO VERY - (WHISTLE)  
I LOVE TO YODEL - (WHISTLE)  
YO DA LEY-EE - (WHISTLE)  
EARLY TO BED - (WHISTLE)  
MAKES YOU HEALTHY - (WHISTLE)  
BUT I FOUND OUT - WEALTHY  
A WHISTLE DOES MUCH MORE AND WISE  
SO - I LOVE TO WHISTLE IT'S TRUE  
TROUBLES WON'T COME NEAR YOU  
SPECIALLY WHEN THEY HEAR ME  
(WHISTLE)



Deanna Durbin records her Whistle Song with Music Director Previn



## HOW TO START A FASCIST MOVEMENT: A SPECIMEN FROM BELGIUM



ON A FLANDERS FIELD AT BRUGES YOUNG FASCISTS OF THE DINASO OCCUPY A SUNDAY AFTERNOON WITH MILITARY DRILL IN GREEN SHIRTS

It is not hard to start a Fascist movement in Europe. Fascists march today in Germany, Italy, Austria, Hungary, Rumania, Czechoslovakia, Poland, Bulgaria, Greece, Netherlands, Denmark, France, England, Belgium. On these pages is shown Fascism in Belgium, about the most unlikely place in Europe for its success.

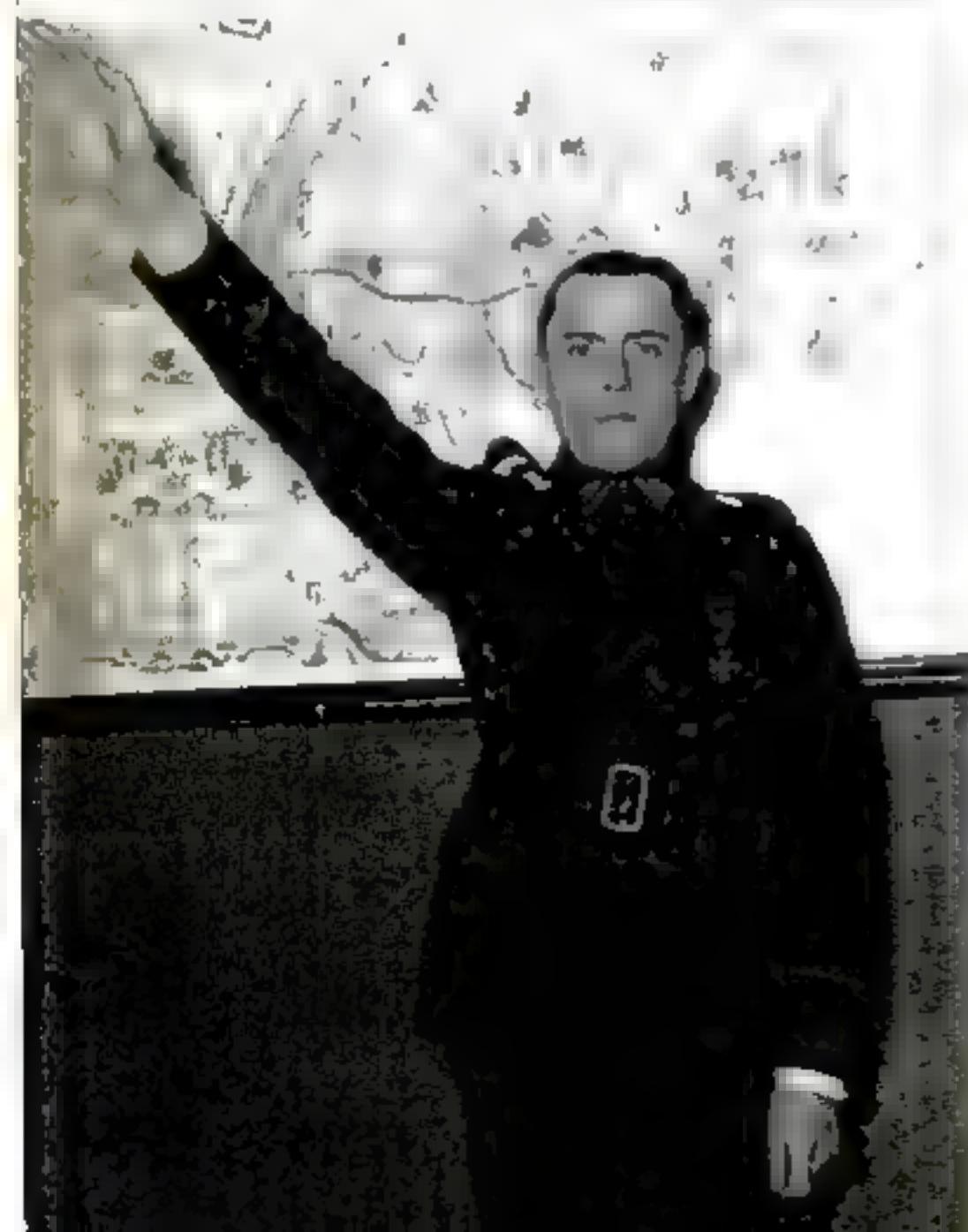
The first ingredient a Fascist organizer must have is a set of people with a grievance. He promises to solve their grievance and in the meantime assures them that life is hard and heroic and they are heroes. He makes them look more or less like heroes by putting them in uniforms, preferably with riding boots. He provides a mumbo-jumbo ritual of oaths, emblems, salutes. He drills his men hard, disciplines them severely, takes them camping, lets them parade. Incidentally, lonely men get to meet their fellows. The final result is a unified body of men, all set to go somewhere. The recipe apparently is based on the deepest psychology of modern man, for it notably works.

In Belgium there are not one, but three, Fascist groups of discontented men. It will be noticed (below) that their leaders all slightly vary the Fascist salute,

one with a thumb folded against the index finger, one with the wrist bent back, one with the thumb sticking out.

Best-known is Léon Degrelle (centre), leader of the Belgian Rexists who simply want a Fascist Belgium. The other two are leaders of the little-advertised Flemish movement in the northern half of Belgium. The Flemings, speaking a Dutch dialect as distinguished from the French of Belgium's Walloons, have a grievance six centuries old and number four-sevenths of Belgium's population. The man on the right (below), Staf de Clercq, a 53-year-old schoolmaster, heads the Fascist Flemish National League (V. N. V. for Vlaamsch National Verbond) that wants to join The Netherlands under Queen Wilhelmina. In 1931, the man on the left (below), Joris van Severen, split from de Clercq's Front Party and set up a radical Fascist group, the Dinaso, which wants to create a Flemish empire, with Bruges the centre of the world, consisting of Belgium, The Netherlands, Luxemburg, some of France, and all of the Belgian and Dutch colonies. These fancy ideas are wild dreams but the Flemish boys like them.

Leader of Dinaso is Joris van Severen, 43, war veteran, lawyer, who wants an empire called Dietschland



Leader of Rex is Léon Degrelle (LIFE, April 12), disavowed by the Catholic Church, who works with V. N. V. (right).



Leader of V. N. V. is Staf de Clercq, 53, puppet of the Front Party which in 1933 set out to imitate the Dinasos.







**Ritual** is given. The Dinsos platoon on the straw-covered floor of a country café dance hall. They sleep right in the straw. Each contributes from 84 to 8450 a month to the cause, but she's own 820 a month a piece at a time starting with green shirt, black trousers, black long boots, green overcoat, black cap and black Sam Browne belt.

**Marching** is for propaganda. Fortieth to demonstrate in uniform, Dinsos at Malines left off caps and ties this very cold Sunday, were overcoats—more than four—knapsacks. Flag is the Dinsos flag, plow and sword. The boys sang the sixth verse of the Dutch anthem, *William of Nassau*, harangued the very few citizens who opened their windows.



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## THE RAW MEAT OF FASCISM ANYWHERE IS BOYS LIKE THESE FLEMISH BELGIANS



The stuff of Fascism shows in the faces of these Flemish boys in Hekegem, a market carrier and a farm laborer. They are idealistic but slow-witted. They admire old-style he-

roes. They want to be something better than they are but they do not know how to go about it. They feel happy when they slog along Belgian streets with fellow Fascists.

### A young man acquires a grudge

These two youths want to be men on horseback. They were born just after the War. They have had very little education. Their Fascist leaders have told them a long, sad story that makes them pity themselves and resent half of Belgium. What America cannot realize is that Europe's rages are almost always "justified" by things that happened centuries ago.



The rage may be directed by one nation against its neighbor nations or by one geographical half a nation against the other half or by one social half against the other half. The example of the first is Germany, of the second Flanders, of the third Spain.



Fascism always rises out of a grudge. In the U. S. a geographical grudge that might theoretically spawn Fascism is the South's animosity toward the North following the Civil War. Practically, such a "grudge" is forgotten, except by novelists, octogenarians and sentimentalists. A grudge that U. S. Leftists think has the makings of Fascism is businessmen's dislike of Franklin Roosevelt.

But in Europe grudges are kept bright and angry for centuries. Leaders cry out to every miserable backyard on the map never to forget its unique culture, race and language and to defend it against all comers to the death. This is patriotism in Europe. It invites Fascism, plays on past greatnesses and insults.



The grudge of these two Flemish-speaking boys is that the French-speaking Walloons of Belgium have tried for more than a century to stifle their language. They "remember" when the 14th Century Flemish communes had the most advanced government in Europe. Today their country is Europe's favorite battle ground and the Flemish question is dynamite in Belgium. Their cry is "*Vliegt de Blaauwaet*" ("The seagulls are flying") to which the counter-sign is "*Storm op Zee*" ("There is a tempest on the sea").



An emblem is Fascism's first necessity. The Italians took a bundle of faggots around a halberd, the Germans a swastika, the Flemish Dinascos a cog, sword and plow (above).



# SHE RISKS HER LIFE FOR THE

# HOLLYWOOD



"I've noticed that you are a steady Camel smoker, Miss Reed. Do you have definite reasons for preferring them to other cigarettes?"

"Yes, indeed, I certainly have. They are distinctly different in so many ways. In my nerve-racking work, I appreciate real mildness, and Camels are so mild that I can smoke them all through the day, and my nerves don't feel the least bit frayed. And they are so gentle to my throat. After a meal, I enjoy a Camel for digestion's sake. You see — in so many ways, Camels agree with me."

OFTEN WHEN WORKING "ON LOCATION" Miss Reed has to go through the same danger — the same strain—five or six times before the "take" is right. "I know what hard work is," she says. "Many a time I've been thankful for that cheery 'lift' that I get with a Camel."

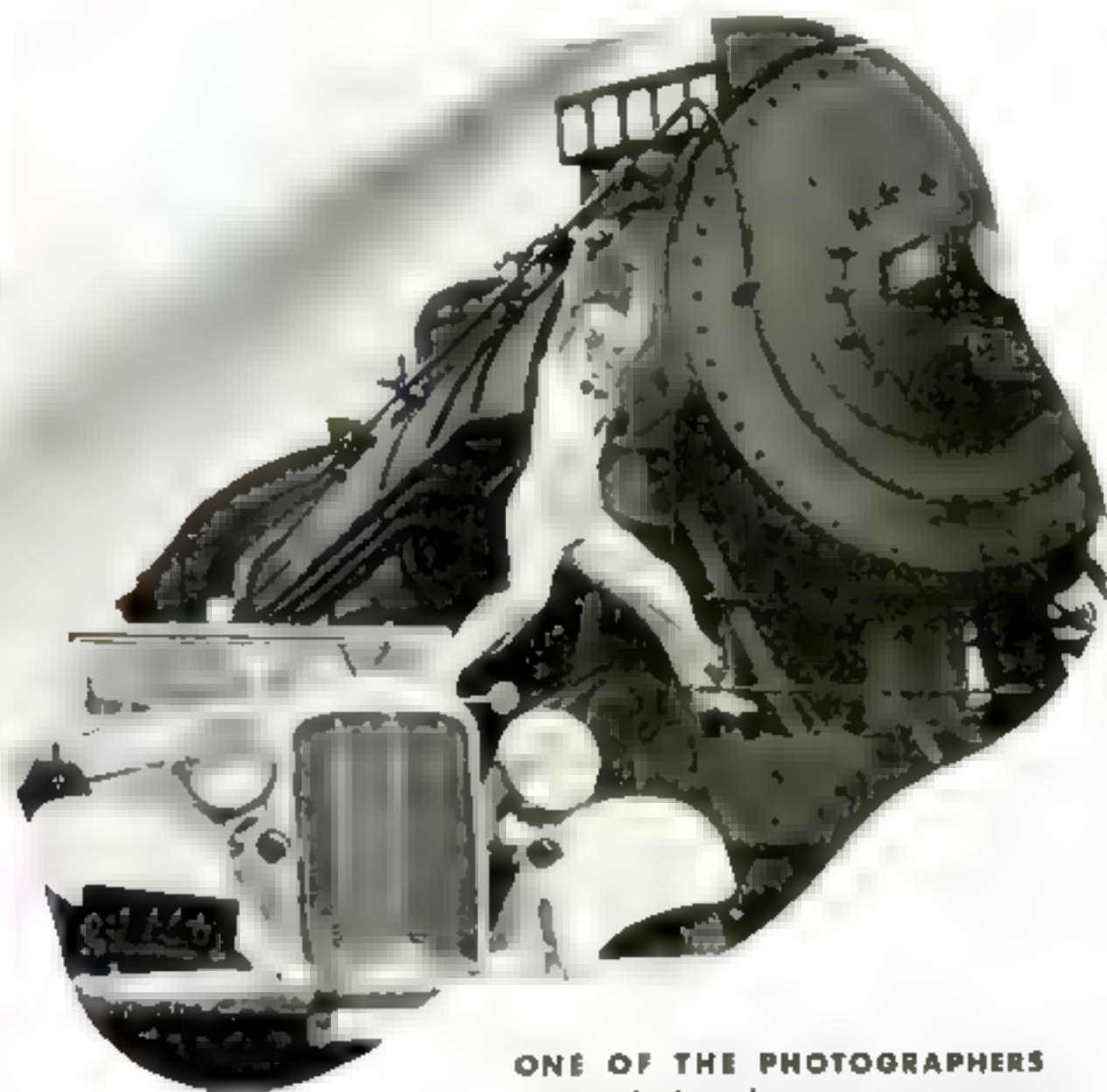


FOR HER HOURS OF RECREATION Miss Reed likes the same things most girls do...cooking...dancing...outdoor sports...and Camels! "Hollywood seems to have a decided preference for Camels," she says. "On almost every movie lot, I notice that so many of the stars prefer Camels."

Camel spends millions more for COSTLIER TOBACCOS. They are a matchless blend of finer, MORE EXPENSIVE TOBACCOS — Turkish and Domestic.



ONE OF THE PHOTOGRAPHERS snapped this daring change just as Miss Reed leaped from a speeding car to a locomotive. While making pictures, Ione often has time for only quick snacks. "Smoking Camels always helps me to enjoy my meal so much more," she says. There are a lot of angles to smoking, and you'll find that those finer, more expensive tobaccos in Camels mean much to your smoking.



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ONE SMOKER TELLS ANOTHER...

*"Camels agree with me!"*





## *You're LOOKING AT A THOUSAND DOLLARS' WORTH OF PUPPIES*

**A LOT OF MONEY** for a basketful of puppies? Not for *these* puppies!

For these pups were born to win blue ribbons. Their ancestors for many generations have been *champions*—champions whose blue-ribbon qualities have been deliberately blended together in these brown-eyed youngsters.

*Blue-ribbon qualities, deliberately blended together—there you have the secret of greatness in a dog. And there too, you have the secret of greatness in a whiskey.*

**For example, take Four Roses.** It is *all* whiskey, to be sure—*fine* whiskey, *every drop*. But Four Roses is not just *one* straight whiskey. It is a superb combination of *several* fine straight whiskeys, each selected for some particular blue-ribbon

quality—aroma, or body, or smoothness, or flavor.

*Brought together*, with the skill of 72 years' experience guiding our hand, these separate whiskeys unite *all* their noble virtues in *one* truly magnificent whiskey—*Four Roses!*

Need we urge you further to try it?

• • •

To obtain a free reproduction of the above natural color photograph suitable for framing, write to Frankfort Distilleries, Inc., Dept. L, Louisville, Kentucky.

Frankfort Distilleries, Incorporated, Louisville & Baltimore, also make Pam Jones, Old Oscar Pepper brand and Mattingly & Moore—all blends of straight whiskeys—90 proof).

A BLEND OF STRAIGHT  
WHISKIES—90 PROOF

ALL WHISKEY—  
WHISKEY EVERY DROP



### *FOUR ROSES*

*We believe Four Roses is America's Finest Whiskey,  
regardless of age or price.*



## A LOCOMOTIVE STEALS THE SHOW

"No. 4" is hero of dramatized "Casey Jones"

The grim engineer peering out of his cab below is "Casey Jones." He is not the legendary Casey Jones of whom Carl Sandburg sings (LIFE, Feb. 21):  
*Mama, mama, mania, have you heard the news?  
 Daddy got killed on the C-B and Q's.*

He is a modernized Casey Jones who loves his road and discovers, only on going blind (left), how much he has been enslaved to it. He is the creation of Playwright Robert Ardrey and he is being acted on Broadway by Charles Bickford.

But neither Charles Bickford's acting nor Robert Ardrey's play is the real hero of *Casey Jones*. The real hero is a locomotive that in two scenes looms black and monstrous across the stage. A red glare shoots from its fire box. Steam sweeps back from its pipes. Its bell clangs menacingly. Its whistle shrills nostalgically. It shakes and rocks and trembles and roars and pants. By some magic of designing it seems, though it never moves forward, to be tearing through the night at 90 miles an hour.

It is the creation of Mordecai Gorelik, scene designer of *Golden Boy* and *Men in White*. It is made of lath, covered with black velours. Its fire is a red spotlight. Its steam is real steam blown by a fan. Its bell is a sound record taken on the New York Central line. Its away is produced by two stagehands operating levers on either end. Its cost was \$1,500. But what neither costs nor material fully explain is Designer Gorelik's subtle ingenuity of construction. By false perspective and distortion of line, he makes the spectator feel he is standing beside the track as No. 4 goes roaring over the rails. *Casey Jones*, its locomotive aside, is not a good play but it has the makings of a superb movie.

The wreck of No. 4 occurs when Casey goes blind and his fireman (Van Heflin) takes the throttle. But Casey refuses to let him stop and the flyer crashes into an auto on a crossing.



CONTINUED ON NEXT PAGE



# ..all night Job?



## Guard your Freshness with a Cigarette that's always **FRESH**

UNDER pressure, most of us smoke a lot. That's just when cigarette *freshness* counts the most! For a *stale* cigarette makes a stale smoker. Stale tobacco burns hot, tastes flat, and it is definitely irritating.

FRESHNESS is *guaranteed* to you in Old Golds by the special way in which they're packed. Every package is *double-sealed*; made *completely weather-tight* by an EXTRA jacket of Cellophane.

Be selective about your cigarettes. Since George Washington's day, the makers of Old Golds have been famous for fine tobacco quality. In Old Golds you get not only the finest prize crop tobacco, but you get it *factory-fresh*, in any climate, anywhere.

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Outer Cellophane  
Jacket Opens  
From the Bottom  
Sealing the Top

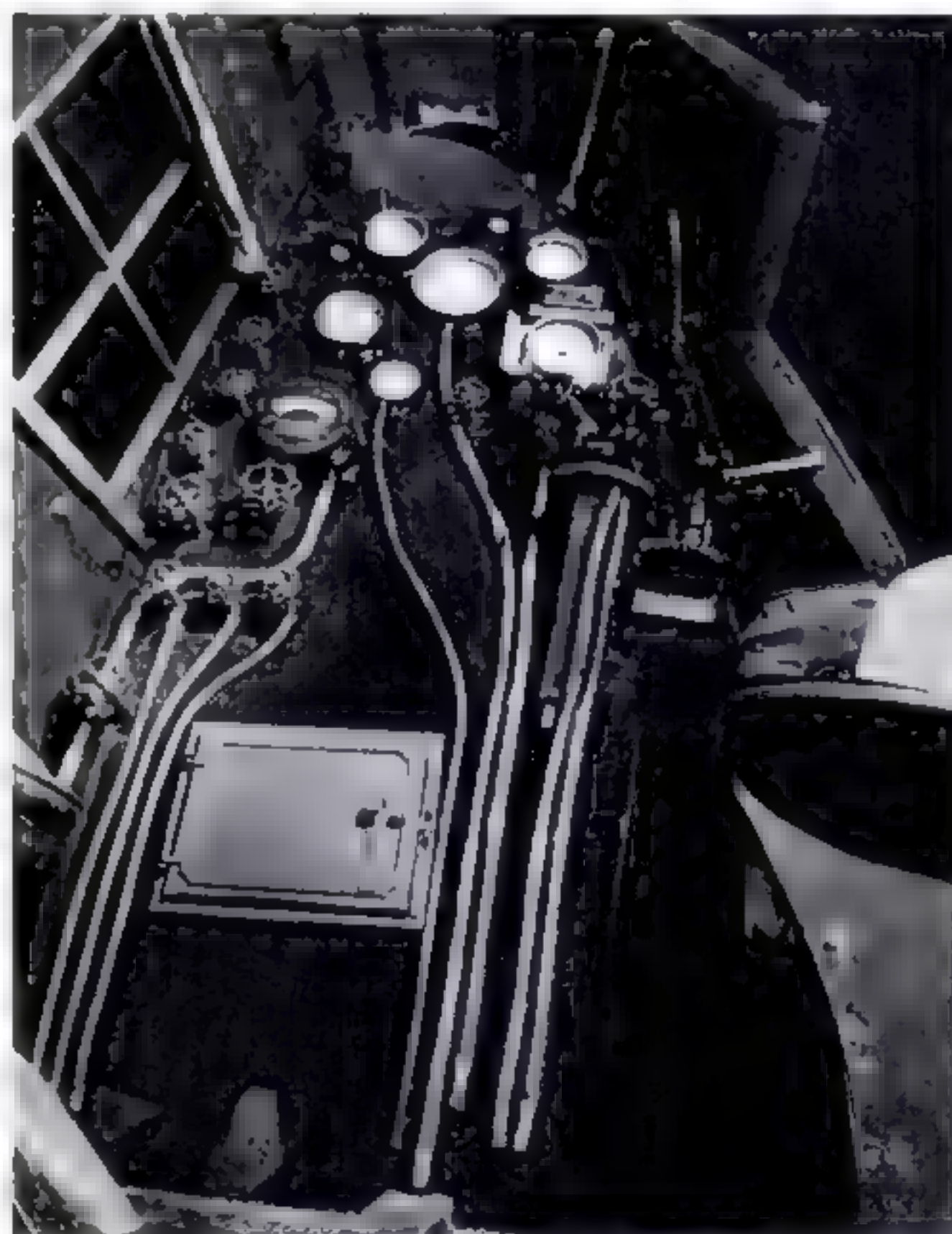
The Inner Jacket  
Opens At  
the Top, Sealing  
the Bottom

**For finer FRESHER Flavor... Smoke Double-Mellow OLD GOLDS**  
TUNE IN on Old Gold's Hollywood Screenstunts, Tune and There, nights, Columbia Network, Coast-to-Coast

## "Casey Jones" (continued)



The scene designer of *Casey Jones* is Mordecai Gorelik, here holding the model for his stage locomotive. Note curve of engine for theatrical illusion. Gorelik has been a locomotive fan since boyhood, has hundreds of photographs in his files.



Gauges, valves and throttle of the stage locomotive are real. They are loaned by the New York Central R. R. At right is Casey Jones's cab seat. Above it, the throttle. From cab roof hangs the whistle cord. Rubber hose is used for metal pipe.



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Among the 200 Monroe models is a machine for any type of business figuring—and back of every Monroe machine is a nation-wide figure service, operated through Monroe-owned branches.

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**FABRICS . .** The fine fabrics in these hostess gowns were made by Warwick Mills. Monroe calculators have been in constant use for years by Warwick, which just recently purchased a Monroe multi-register posting machine for Social Security payroll and stock records.

**INK . .** Formulae, costs, statistics, as well as the daily business figures are speeded by Monroes for International Printing Ink Corp. at both headquarters and branches.



**POSTING . .** With this compact and convenient Monroe Bookkeeping Machine work is near operator. You can use a Monroe on several different posting jobs, changing from one to another in a few seconds.



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**BURNS . .** When you think of burns, you think of Unguentine made by Norwich Pharmacal Co. A Monroe user for years, Norwich owns adding-calculators, adding-listing and bookkeeping machines.



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# Wake Up and LIVE



Yvonne Bahry

## "Not self-conscious about my skin any more..."

"The spring before I started in high school I was awfully worried about the way I looked. My skin was so muddy looking. And I had rough spots on my face.

"Mother has a beauty salon. She was telling one of her customers she wished she knew what to do for me. Her customer told her to get me to eat Fleischmann's Yeast.

"That was in June. By August I looked so much better and felt so much better I started in having really good times. The first real dance I ever went to came off that fall. With

the help of Fleischmann's Yeast I got my skin looking clear before that dance, and I had a wonderful time.

"I'm glad I don't have to be self-conscious about my skin any more. Now, whenever I have the slightest suspicion of trouble, I go back to eating yeast.

"Eating yeast gave me lots more pep, too. I'm a member of the school athletic society—and into all the athletics there are. If I'm not in the game myself, I'm usually right there on the side lines cheering for my team to win."—YVONNE BAHRY



Charles Benjamin, Jr.

## "Now—I'm getting along swell with the kids..."

"At a boys' boarding school up in the Adirondacks, I first began having pimples. They didn't make me feel so bad then, because we were stuck up on a mountain without any social life—not even movies.

"But last year I started going to a regular high school, with girls, dances, parties and everything. Believe me—that's when having a face full of pimples was tough. Every time I saw two kids whispering, I was just certain they were making cracks about my face.

"My mother read about Fleisch-

mann's Yeast and she got some for me. I took it under protest at first, because I didn't like its taste. But, taking it regularly, I got so I didn't mind eating it at all.

"During the third week, my pimples began to fade. In a few more days not a pimple was left! Boy—did I feel great! I really began hitting it off swell at school. Now—I am movie editor of the school magazine, reporter on the paper, and having great times."

CHARLES BENJAMIN, JR.

Today, these people are all leading Happier, more Active lives. Their stories of how they won *New Energy* and Better Health are important to you

Mr. and Mrs. Corley  
tickled with new chair

(left)

## "Having the time of my life these days..."

"A few months ago, the publishing firm I work for underwent a complete reorganization.

"Five nights a week I was bent over my desk in the accounting department until nearly midnight. The strain got me pulled down. I had no appetite and felt tired all the time.

"A young fellow in the office with me saw how I was feeling and suggested I try eating Fleischmann's Yeast to pep me up.

"So I started in. At the end of 8 weeks I was definitely better. I've been eating yeast regularly for three months now. Believe me, it makes you feel fine. I'm having the time of my life these days, helping my wife buy new furniture and fixing up our place.

"It's surprising how much more kick you get out of doing things when you feel right."—WILLIAM H. CORDELL

(right)

## "Have the old pep back..."

"Last summer I was pitching on a baseball team. Long about the fifth inning, I would get gas pains so badly it was all I could do to toss the ball to the plate. My weight dropped from 172 to around 140, I couldn't sleep and always felt dog-tired.

"To make sure it wasn't my appendix, I went to a doctor. He said I was suffering from toxic poisoning caused by impaired elimination.

"I wanted to do some professional modeling, posing for photographs—but this trouble made me look so bad I couldn't get any jobs. Another model suggested I take Fleischmann's Yeast.

"I did. In a little over a week, I felt better, and it wasn't long before I was regular again. From then on I began to get the old pep back. Now I'm feeling great, and am getting some first-rate jobs modeling."

HENRI M. CORLEY

Henri M. Corley  
makes winning shot

It is the prompt action of the millions of tiny, *live yeast plants*, in each cake, that makes Fleischmann's fresh Yeast so effective. These microscopic yeast plants get busy at once helping to stimulate and increase the flow of gastric juices in your stomach. Your entire system is kept cleaner and more active. Skin troubles begin to

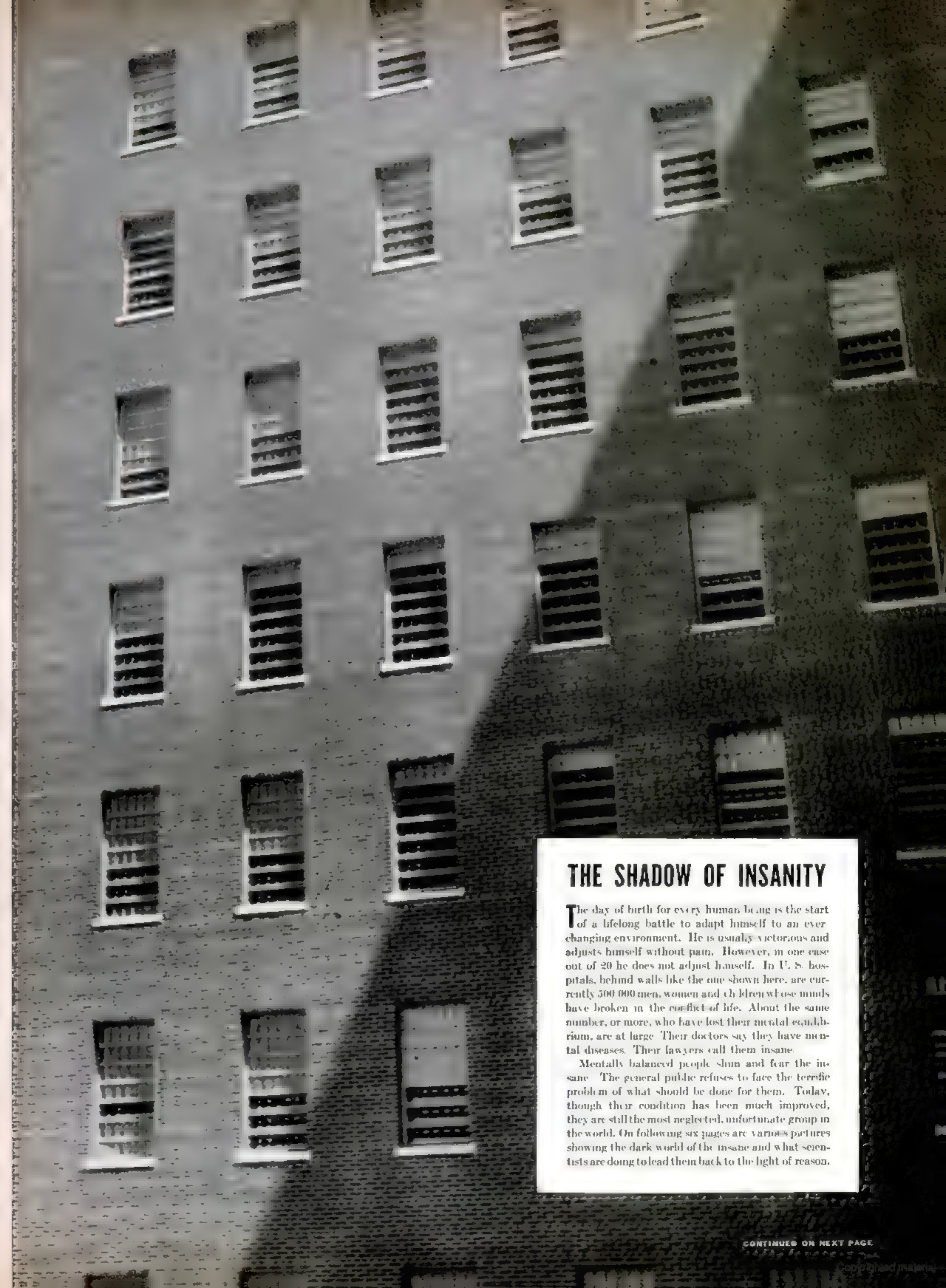
clear up—your bowels to become regular, that pepless feeling to go.

Each cake of this fresh food is fortified with 4 vitamins (A, B, D and G)—the Cold-Resistance Vitamin, Nerve Vitamin, Bone Vitamin and Vitality Vitamin.

Start today to eat 3 cakes daily, a cake about ½ hour before each meal.

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## THE SHADOW OF INSANITY

**T**he day of birth for every human being is the start of a lifelong battle to adapt himself to an ever-changing environment. He is usually victorious and adjusts himself without pain. However, in one case out of 20 he does not adjust himself. In U. S. hospitals, behind walls like the one shown here, are currently 500,000 men, women and children whose minds have broken in the conflict of life. About the same number, or more, who have lost their mental equilibrium, are at large. Their doctors say they have mental diseases. Their lawyers call them insane.

Mentally balanced people shun and fear the insane. The general public refuses to face the terrific problem of what should be done for them. Today, though their condition has been much improved, they are still the most neglected, unfortunate group in the world. On following six pages are various pictures showing the dark world of the insane and what scientists are doing to lead them back to the light of reason.



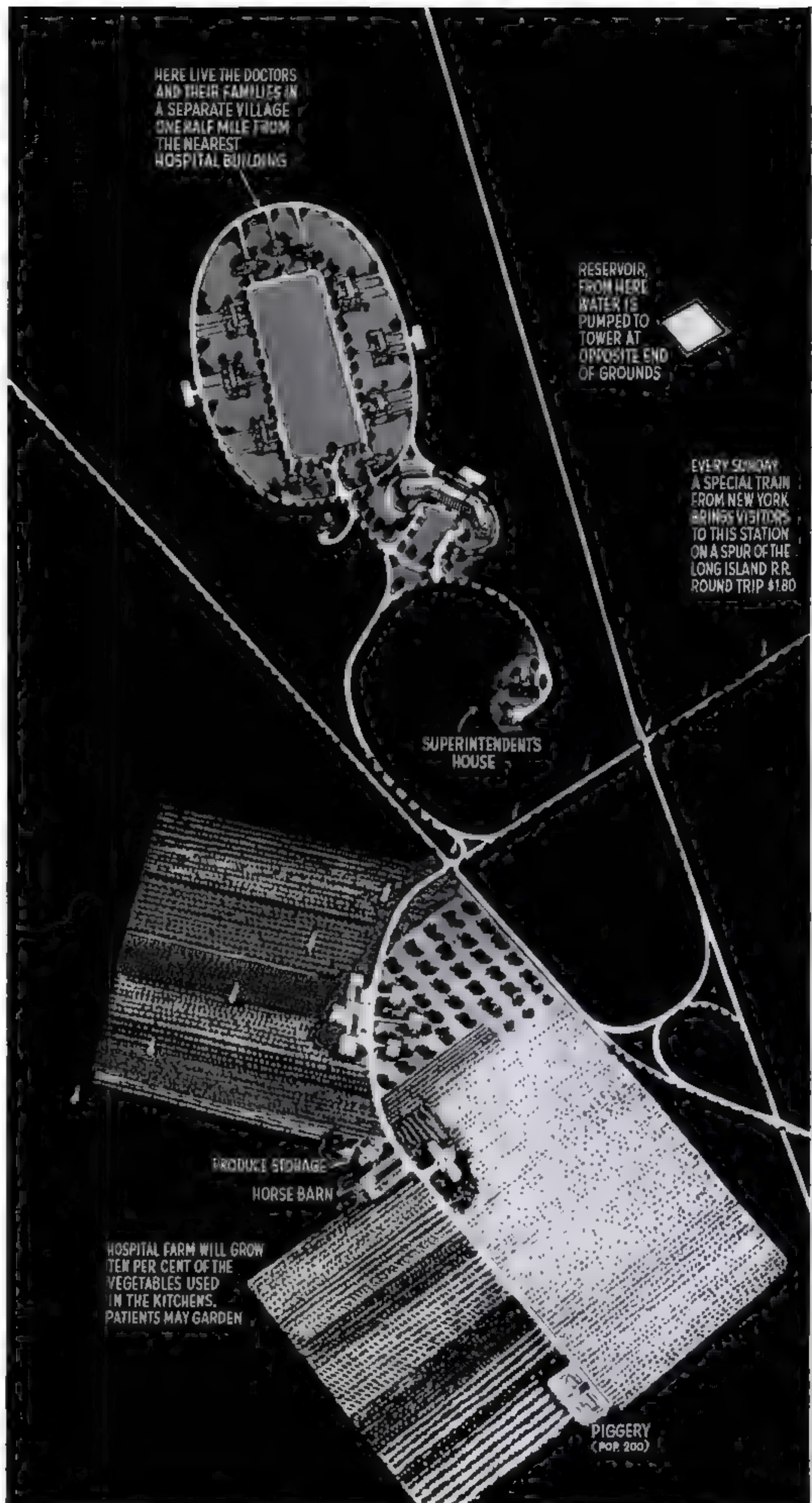
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## A CITY OF THE INSANE IT GROWS EVERY DAY

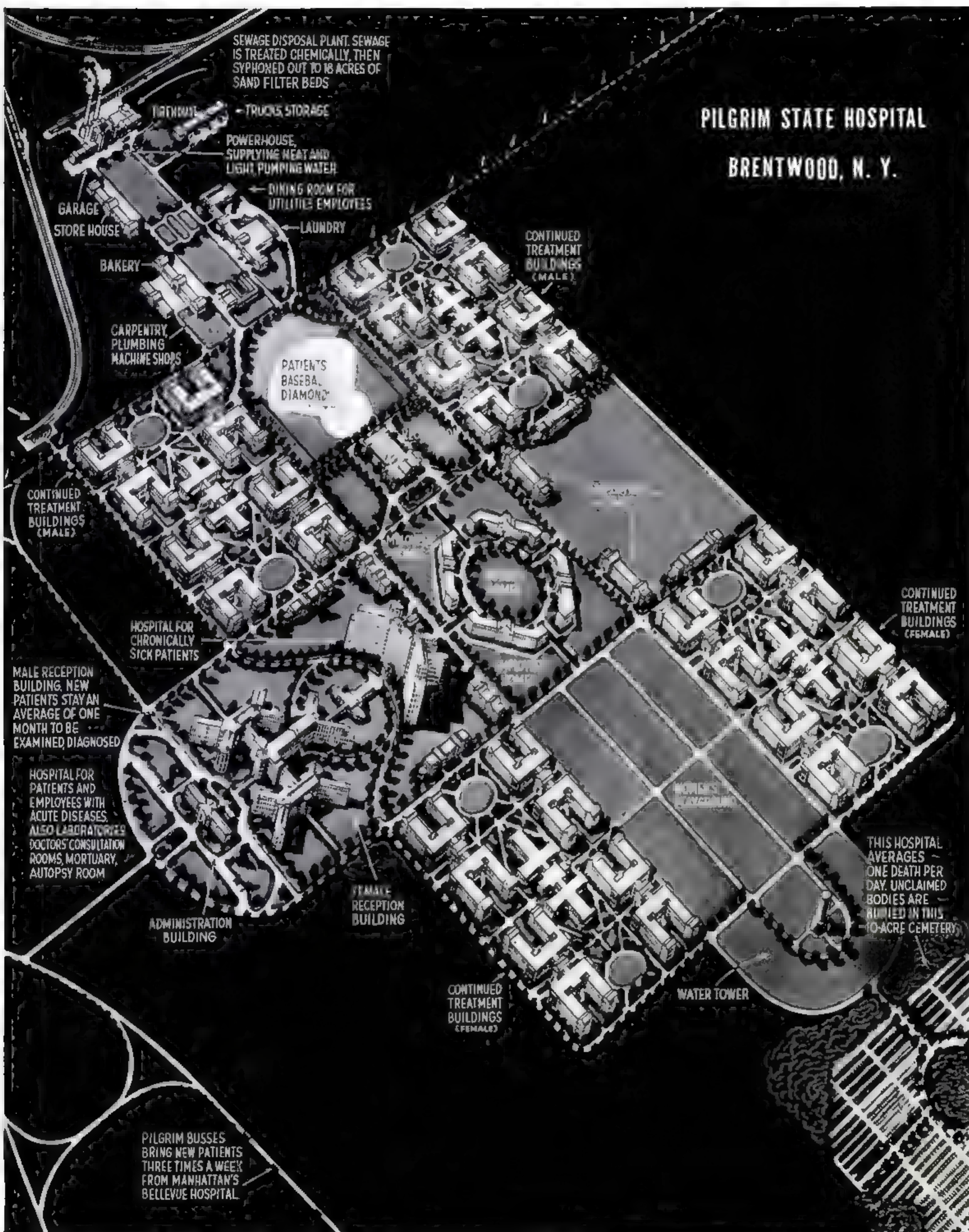
Insanity is a disease. It is as destructive to the mind as cancer is to the body. As such, mental illnesses should receive as much care and treatment as physical ailments. This is not the case. Until recently asylums were practically jails where the mentally afflicted were sequestered for life. Today asylums are becoming hospitals equipped and staffed to cure these patients. Today it is being recognized that the majority recover under good treatment, that it costs less to cure them than to feed and house them for life.

At the right you see a map of Pilgrim State Hospital at Brentwood, Long Island. It is a city of the insane with over 8,000 patients. Every year it admits a gloomy assortment of many hundred men and women—some depressed, some excited, a few violent. For every five patients admitted three are ultimately discharged. Hence Brentwood's population constantly increases. Unlike modern Brentwood, most U. S. mental hospitals are now hopelessly overcrowded and understaffed. As a result the mental patient is badly fed, poorly cared for, has less chance of recovery. Mental cases occupy half of the available hospital beds in the land. Figures below describe the magnitude of mental disease in the U. S.

Mental Patients . . . . .	500,000
Psychiatrists . . . . .	3,000
Nurses . . . . .	3,600
Attendants . . . . .	29,000
Mental hospitals . . . . .	506
Admissions yearly . . . . .	109,000
Patients discharged yearly . .	85,000
Economic cost yearly .	\$750,000,000
Public funds spent . .	\$200,000,000
Patients on parole . . . . .	52,000
Average hospitalization . . .	3 years











DEMENTIA PRACOX EXILES THE YOUNG TO A WORLD OF THEIR OWN



MANIC-DEPRESSIVE GAZES CONTINUOUSLY THROUGH BARRED WINDOW

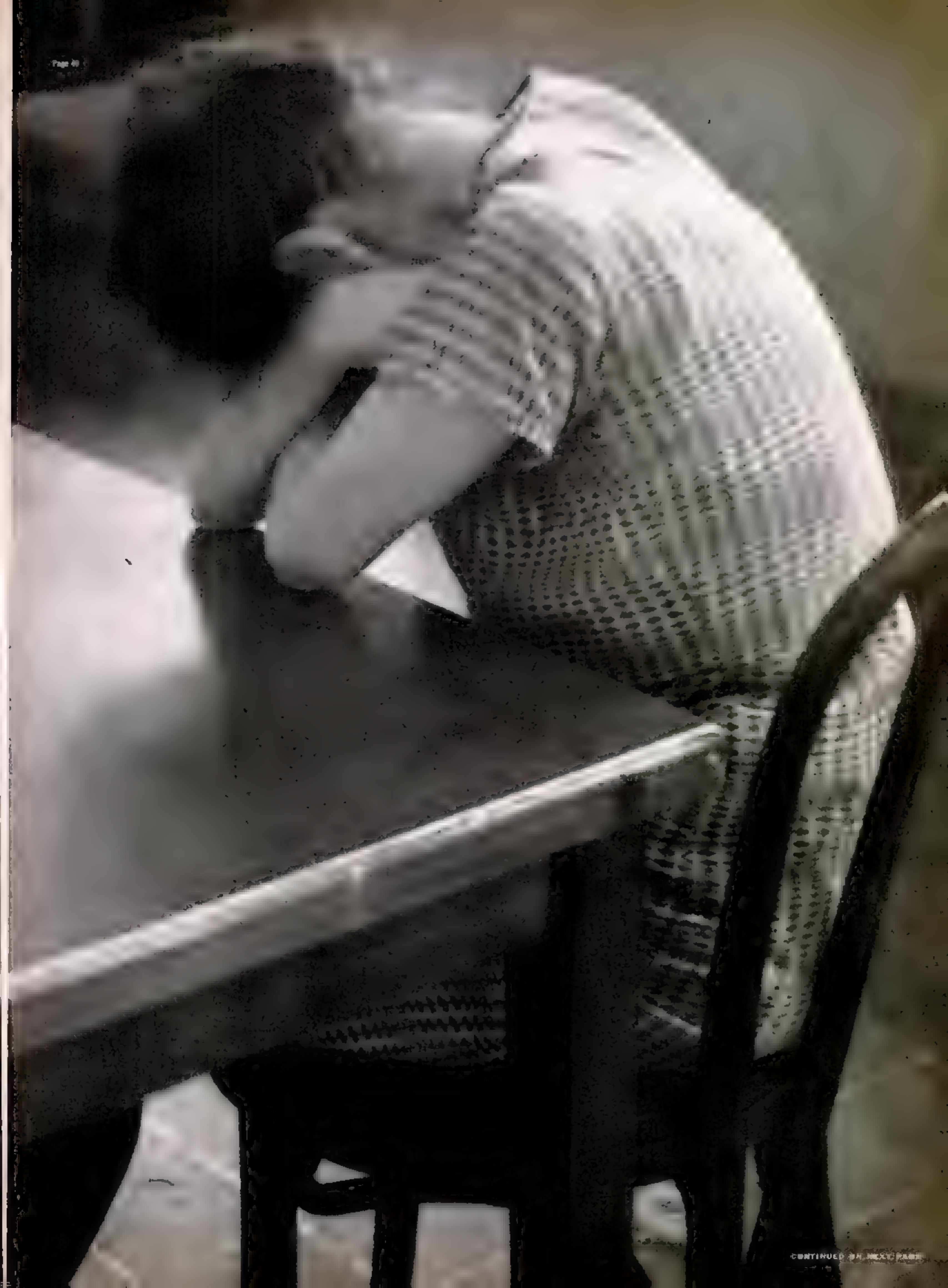


A WOMAN PATIENT IN A CAMISOLE BECOMES VIOLENT



A VICTIM OF PARANOIA TRIES TO LOOK LIKE SOMEONE ELSE







## THREE OUT OF EVERY FIVE MENTAL PATIENTS

Said Cicero 19 centuries ago: "The diseases of the mind are more numerous and more destructive than those of the body." Modern psychiatrists confirm this statement but still know little of the causes of mental illnesses. Because doctors have always cured diseases through the body, they are uncertain as to what should be done about psychoses which may result from physical or mental causes or both. Such ailments may come from continuous tooth troubles, alcohol, venereal disease. They may also be caused by a feeling of guilt, a lack of self-confidence or a sense of insecurity.

Most prevalent form of psychosis is dementia praecox (schizophrenia). It accounts for 20 per cent of hospital admissions, fills one-half of the beds in mental institutions. Its victims are usually introverts with broken personalities. They are unsociable, eccentric, often very stubborn.

The second-largest group of insane are manic-depressives who are emotionally unstable, swing suddenly from chasms of depression to peaks of gaiety.

A third group are paranoiacs, victims of delusions of persecution.

The nature of these three diseases is unknown. Mental illness due to physical factors makes up 45 per cent of admissions. The total of all cases increases



**Weaving** is a favorite form of occupational therapy in most mental institutions. Patients become interested in their work and proud of results and forget their worries and delusions.



**Continuous-flow bath** (right) is the best method for calming excited mental cases. With their bodies greased, the patients can remain in the baths for hours, gradually fall asleep.



**SCHIZOPHRENICS STOLIDLY PUSH BRUSHES ACROSS THE HOSPITAL FLOOR UNTIL STOPPED. LATER THEY WILL BE TAUGHT TO GARDEN**



## CAN BE CURED BY NEW TREATMENT

annually. However, despite scientific Jeremiahs who predict the world will be totally insane 100 years hence, it is probable that the increase is more apparent than real, due to the fact that mental ills are now more quickly recognized than in the past. Medical knowledge is soon coming to the point where it will be able to turn the tide of insanity. Today psychoanalysis is an effective treatment in many cases. Occupational therapy and kind care liberate many of the mentally afflicted from their delusions.

Most successful of recent physical therapies are the fever and insulin treatments shown in the pictures on this page taken at Bellevue Hospital in New York City. Schizophrenics are now given successively larger doses of insulin until they are shocked into a state of coma. When they come out of the coma they lose their confused state of mind, become entirely lucid. The treatment has proved successful on a large per cent of patients. Because the remedy is new, it is not yet known whether it has a permanent effect. Finally, most important is the preventive work done in out-patient and child-guidance clinics, as promoted by the National Committee on Mental Hygiene, where adults and children tending toward mental maladjustment are cured before the disease is rooted in them.



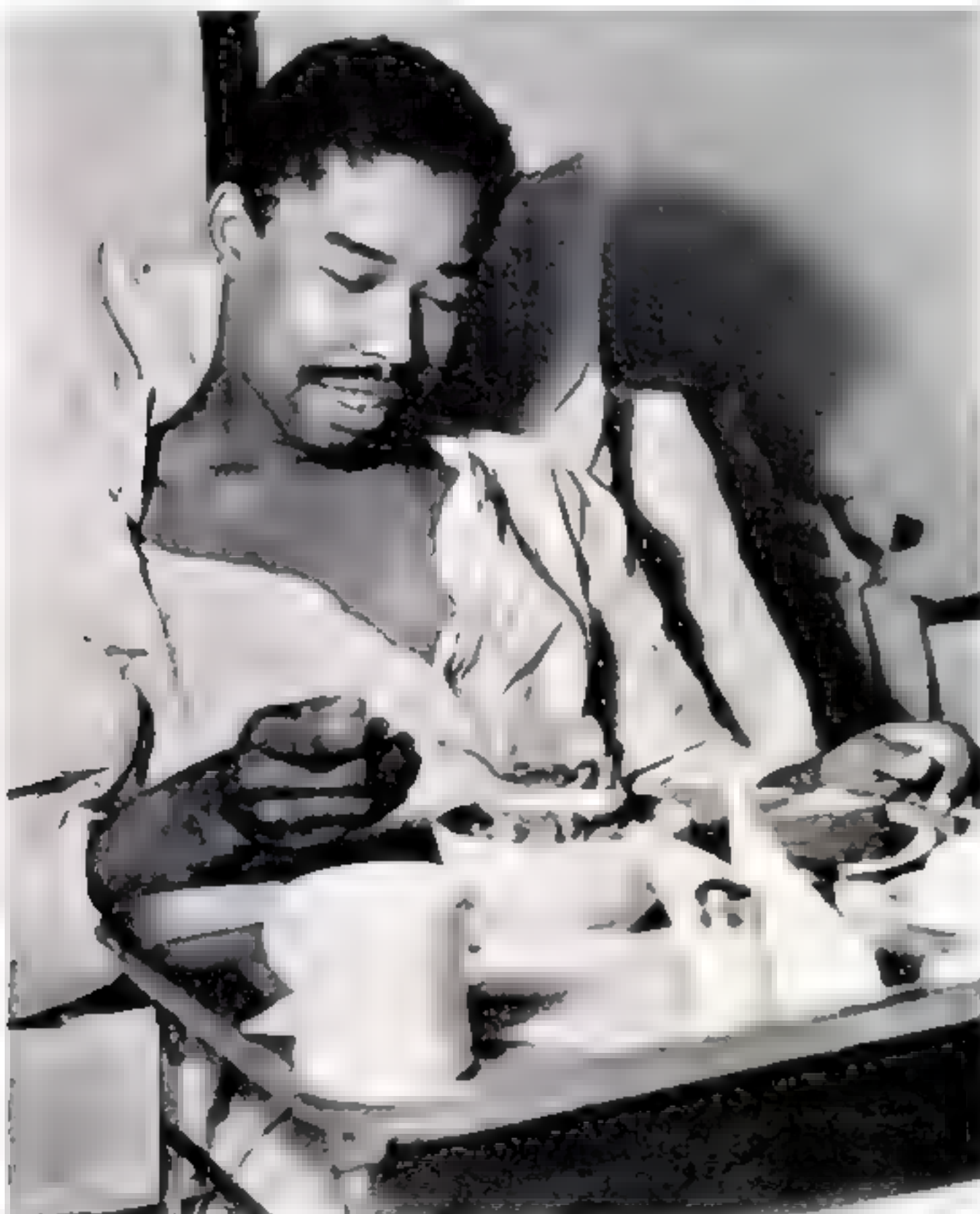
**Insulin** is injected into a schizophrenic patient, rapidly produces a severe shock.



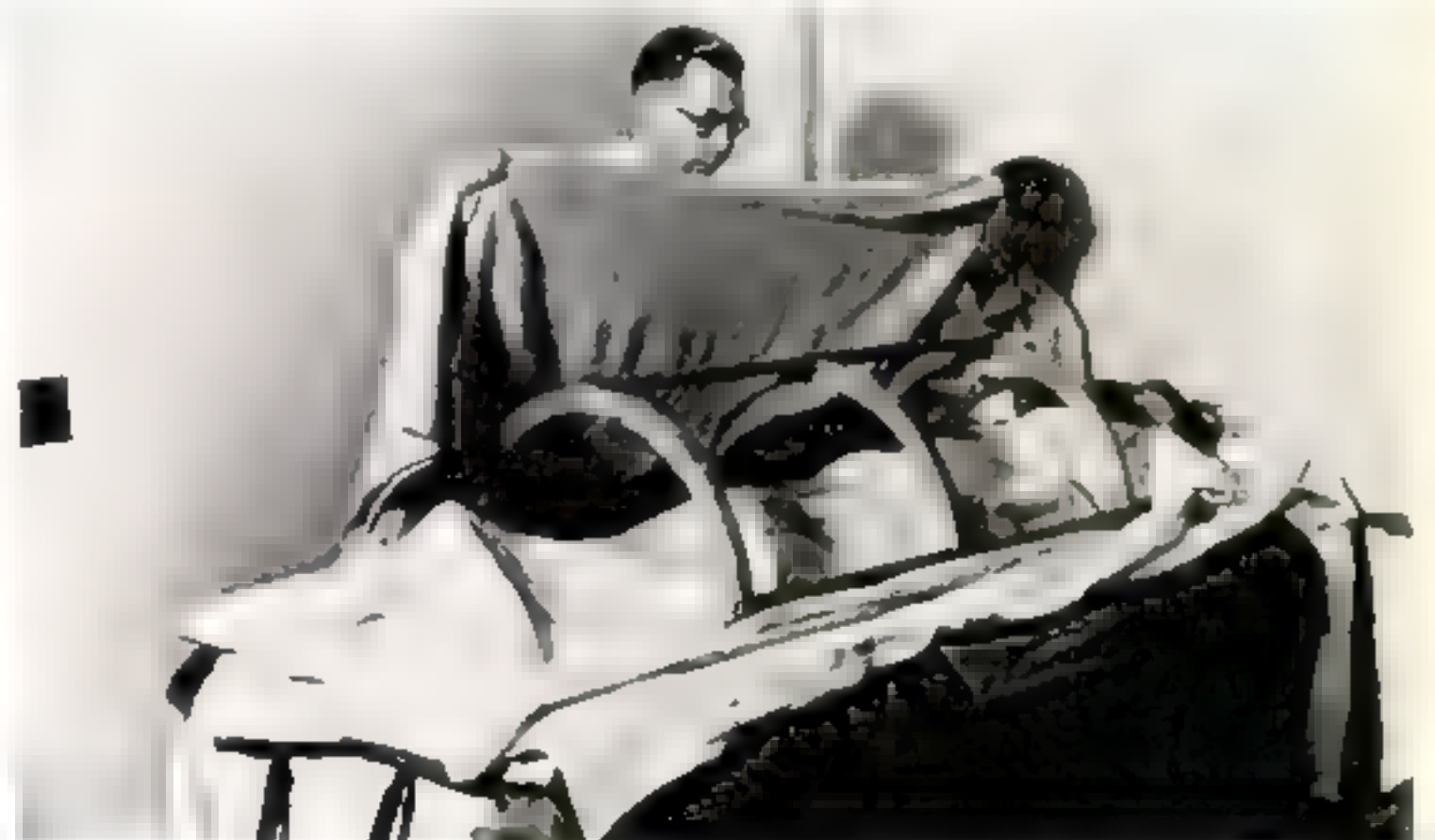
**Before coma** this patient writhes, violently claws at the sheet with his curled-up toes.



**Sugar** is poured into this insulin-treated man through a rubber tube passing from his nose to his stomach. The sugar counteracts effect of insulin, brings patient quickly out of coma.



**Schizophrenic Joe Eaton** became ill after pressing trousers all day and writing detective stories all night. One day he broke down, rushed around beating his chest and yelling "I am God." Following three months of insulin treatment he recovered and was discharged.



**Fever therapy** is particularly effective in curing paresis, which results from syphilis. Above, special bedding is prepared. Below, body is kept at 104 degrees by electrical treatment.



CONTINUED ON NEXT PAGE



## A SCHOOL FOR PROBLEM CHILDREN

Psychiatry provides outlets for their emotions

**M**ost children at one time or another destroy or steal things, run away or have tantrums. Fond fathers take these children over their knees and spank the troubles out of them. But when the tantrums are more than a passing phase in a child's life, the use of force has a contrary effect. It disturbs the child's emotional life, creates in him a subconscious antagonism for his home and family. Such problem children may become maladjusted adults, who may cause trouble and unhappiness.

In the U. S. there are a number of schools for problem children. They are based on progressive education, physical and psychiatric treatment. On these pages you see what is done for such children in The Southard School at Topeka, Kan. The pupils have neurosis symptoms; their feelings are distorted or accentuated; many of them have shut-in personalities.

The school provides a constant balanced environment for the children. Experienced teachers through tests and close observation discover the children's emotional needs, try to satisfy them. They are free from unnecessary taboos. Some, who must give vent to aggressive feelings, are allowed to hammer, cut and destroy old boxes. Inhibitions are removed and children get a chance to express themselves. Slowly they transfer their repressed emotions to constructive action. The children are given responsibilities which tend to make them more sociable. Once a child becomes sociable he has an excellent chance of adjusting himself to the world.

The Southard School is also a scientific training centre for psychiatrists, psychologists and teachers. The staff keeps voluminous notes on the behavior of the children from day to day. Such research may soon yield a new and more complete understanding of the vagaries of the human mind.

**Birthdays** are always celebrated with cakes, presents and festivities at The Southard School. That every child has his day of glory at 14 makes more friendly toward the other pupils.



**Student courts** are held regularly. The robed student-judge hears complaints, metes out penalties. Thus the children learn to settle quarrels by discussion instead of fights.



**Playing** with simple toys shows the observant teacher the interests and emotional reactions of this girl. Below centre: carpentry improves a pupil's powers of co-ordination.







## Fingerpainting is fun

Ten years ago Miss Ruth Fauson Shaw was looking for a form of easy painting for children. She mixed her own special paints, found her pupils delighted to smear the product over wet paper, executing simple designs. This Southard

School boy generally refuses to talk but fingerpainting gives him an opportunity to express his phantasies and feelings, makes him happy. It is also an excellent and acceptable sublimation of a universal wish to play with mud.



## THE CAMERA OVERSEAS: THE "HE-MEN" DICTATORS OF EUROPE TURN ON THE CHARM



GERMANY'S FÜHRER ADOLF HITLER GRIPPED HIS PUPPET REICHSTAG AND THE WORLD FOR THREE HOURS FEB. 25 IN HIS MOST MILITANT SPEECH YET



Mussolini and Lady Chamberlain, British Prime Minister's sister-in-law, meeting in Rome. Their friendship is based on the days when the late Francophile Sir Austen Chamber-

lain thought Mussolini would help him keep the peace of Europe. Of charges that she wangled Italo-British negotiations, Lady Chamberlain said, "Very kind, but not true."

The German bigwigs above are in Berlin's Kroll Opera House. They are also in a delighted fog of fascination as Hitler, standing just below Reichstag President Goring, whispers, shouts, pauses and rambles over the whole field of Germany's life, internal and external. In this awkward little man behind the microphones is probably the most effective artist alive at the art of talking to a crowd.

Two of Hitler's three hours went to explaining what a great place the Nazis have made of Germany. When he spoke of the new Austrian agreement (LIFE, Feb. 28), the stony silence in the diplomatic box was broken surprisingly by the applause of the Austrian Minister to Germany. Otherwise his speech might have come from Stalin with its scorn of "revolutionary terrorists, reactionary dreamers and those who . . . spend the day partly doing nothing and partly criticizing the work of others." That night Hitler was quietly pleased to hear of the resultant resignation of Britain's Foreign Minister Eden.

Thereupon, in London's Hyde Park, a Labor M.P. charged that British foreign affairs had been taken over by Lady Ivy Muriel Chamberlain, sister-in-law of Prime Minister Neville Chamberlain. The idea was that she had helped bring Britain and Italy together, over Eden's head. Said the Laborite M.P., "This country has not got to the point that we must have society ladies trotting about Europe in relation to foreign policy and you can understand how subject to flattery they will be in the presence of some of these great he-men, the dictators of Europe."



## INDIA'S SPELLBINDER, MAHATMA GANDHI, CHARMS 200,000 INDIANS

Perhaps the greatest event in India in many years is shown on this page. For eight months, thousands of Mahatma Gandhi's followers have been working to build a bamboo city for the Indian National Congress Feb. 19. On Feb. 21, the Congress of anti-British agitators voted enthusiastically to boycott the new Constitution Britain has given India. Actually, however, their colleagues in office are insensibly drifting into acceptance of the new Constitution. But the President of the Congress, elected by some 8,000,000 dues-paying members, is a man the British hate, Subhas Chander Bose, who has spent most of his adult life in British jails. He is a compromise choice to avoid picking men the British hate still worse.

After the Congress ended Feb. 21, Gandhi set about turning this ramshackle city into the nucleus of a great experiment in agricultural civilization. On land contributed by a rich Bombay follower, Vallabhbhai Jhaverbhai Patel, he proposes to install thousands of Indians who will not touch a machine of industrial civilization, except an electric-light button. They will have no telephones, modern kitchens, bathtubs, electric fans, but will revert to a civilization that Gandhi believes makes people happy. In the evening they will sing *Vande Mataram* (*We Bow to Thee, O Mother India*), their national anthem.



Under his umbrella, Gandhi, now 68, but still undisputed master of India's millions, opens the *Mahatma Goshala*, the Exhibition Hall for Indian cattle. Microphones were sup-

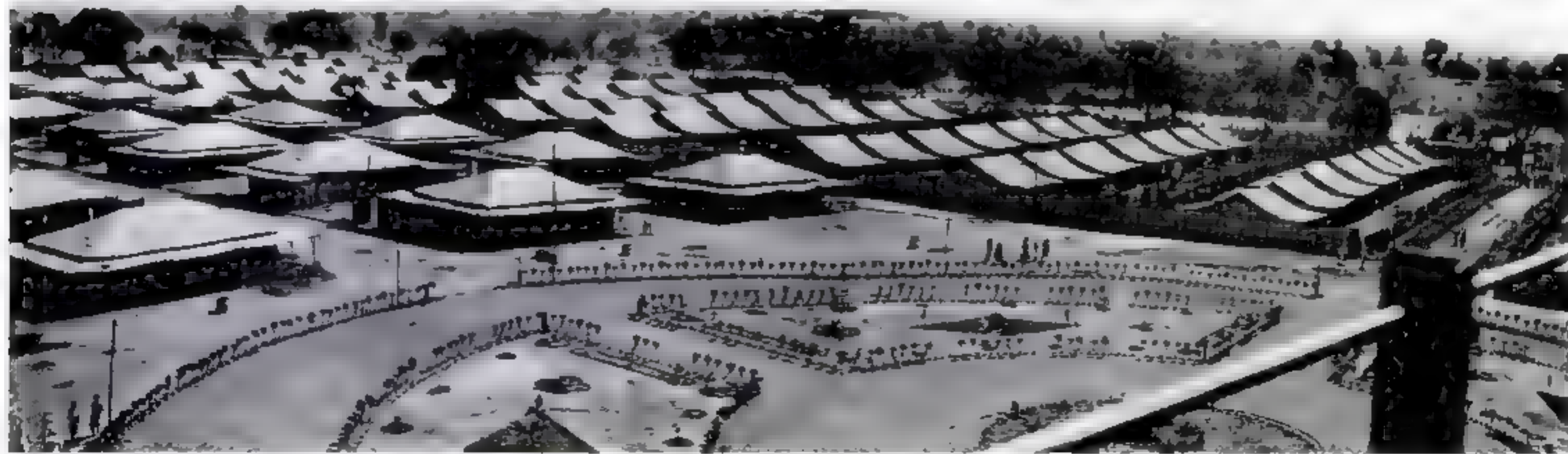
plied by Bombay's Chicago Radio Co. Everybody at the Congress got a free glass of cow's milk, drawn on the spot from what Gandhi calls the Holy Mother of All Humanity.



THE TEEMING, CHATTERING CROWD HEARS GANDHI BY MICROPHONE



CONGRESS PRESIDENT BOSE RIDES TO WORK BEHIND 51 FESTIVE BULLOCKS



India's Washington is what these rows of new bamboo huts are expected to grow into. Nearby is the agricultural Exhibition Hall which shows Indians how to be good

farmers, and a covered amphitheatre decorated with the swastika, non-Nazi symbol of good omen. Gandhi has decreed that the great city that he wants around this 3,000-

acre nucleus will not be industrial. Its people will farm, herd and spin. Its new name is Vithal Nagar, after the late brother of the great landlord Patel who gave the land.



## THE CAMERA OVERSEAS: THE U.S.A. TAKES A NEW INTEREST IN THE U.S.B.



As his personal desk President Vargas uses a richly covered table in his study at Petropolis. Over the way that holds stationery, he keeps the most important official papers. He looks impressively at a portrait of Miravalles, a globe, a clock, and a young friend of his.

Jandira Vargas, the President's daughter, here rides horses with her father, Rui de Costa, employed in Pan American Airways office in Rio de Janeiro. Their marriage was expected sometime this spring. The President's other daughter, Alzira, is his private secretary.





The interest of the U. S. Government in South America was plainly demonstrated when it sent six of its biggest and best bombers on a 5,000 mile good-will flight to Buenos Aires for the inauguration of Argentine President Ortiz Feb. 20. The interest of the U. S. Press in South America has been no less plainly demonstrated by the swarm of reporters who, within recent weeks, have traveled to Rio de Janeiro to look over the administration of President Getulio Vargas of the United States of Brazil. Last November Senhor Vargas established a "corporative state" which the American press headlined as "Fascist." But the visiting correspondents from the U. S. mostly concluded that Brazilian "Fascism" had little or nothing to do with European Fascism and that Vargas' coup d'état was really another manifestation of *continuidade*, the natural impulse of Latin American presidents to hold on to their jobs indefinitely.

President Vargas, the correspondents found, is making an honest effort to centralize the U. S. B. and make it one big strong nation instead of an aggregation of quarreling, jealous semi-independent states. As the head of the only Portuguese-speaking nation in the Americas, he is sincerely seeking the friendship of the U. S. By special permission the people shown on these two pages were photographed at Petropolis.



Bodyguards of most presidents are seldom as handsome as this mustached quartet, here arranged in descending size

and fierceness. Not infrequently President Vargas does without them altogether, strolls about town unguarded.



In the bag embroidered with the name of the Ministry of Transport are secret documents for President Vargas.



War Minister Enrico Gaspar Dutra serves as a front for Vargas' ablest officer, Chief of Staff Gen. Aurelio Monteiro.



Minister of Propaganda Fontes (hand to chin) listens to a tycoon complaining about foreign capital in the country.



THE GUANABARA PALACE IS PRESIDENT VARGAS' HOME IN RIO DE JANEIRO. TWO HOURS OUT OF TOWN IS HIS MOUNTAIN-TOP SUMMER PALACE AT PETROPOLIS (RIGHT)



## THE CAMERA OVERSEAS: GABRIELE D'ANNUNZIO, ITALY'S LOUDEST ROMANTIC, DIES AT 74



POET D'ANNUNZIO AT 17

Early on the evening of March 1, with a quill pen still clutched in his hand, Gabriele d'Annunzio, Italy's greatest romanticist, fell forward at his desk at Villa Vittoriale on Lake Garda and died instantly of a cerebral hemorrhage. Poet, poseur and World War hero, he led a black-shirted militia (who called him "Il Duce") into Fiume three years before Mussolini's March on Rome. He remained the one and only Italian whom the second Duce dared not order about.

Incredibly vain, he had as a curly-haired school-boy of 19 already published two books of poems, one largely plagiarized. The stream of novels, plays, poems and essays that followed have almost all been banned by the Vatican as obscene or heretical.

In *Il Fuoco*, written in 1900, he described his relations with Eleonora Duse with such brutal frankness that he drove that great actress into shamed retirement.

In 1914 the French Government bribed d'Annunzio, by paying his debts, to bring Italy into the War on the Allied side. For his money he did more than propagandize. He fought, and brilliantly. The Italian Government gave him half a cruiser (below) as a memento of his naval raid on the Dalmatian coast, made him a general of aviation for such deeds as his wartime propaganda flight over Vienna, made him hereditary Prince of Montenevoso (Snowy Mountain) for the pre-Fascist seizure of Fiume, and paid all his bills and kept him in Villa Vittoriale in great luxury—in return for his tacit promise not to oppose the Fascist regime.

There since 1920 he lived, firing salutes from the cannon of his garden gunboat, distilling perfume from a Borgia recipe, dabbling in witchcraft, and writing memoirs that the world could not see before his death. On that gunboat's deck his flag-draped body lay in state all day, guarded by four silent Air Force officers, and Benito Mussolini led the procession of mourners past it. Later, in his chapel he will be buried beside the bodies of other Fiume veterans, and soon the entire amazing establishment of Villa Vittoriale with its studios for favored artisans, its outdoor classical theatre, eccentric salons, halls and bedrooms, the monastic cell to which d'Annunzio retired for days at a time and the rows of gardenia bushes that he loved, will all become a public museum.



Bald, toothless, and blind in one eye was Gabriele d'Annunzio in 1931. But he still liked to dress up as a general of aviation and parade on the deck of his garden gunboat.



The Puglia, an obsolete cruiser, stands on the highest point of d'Annunzio's garden. Still part of the Italian



Navy, the boat is cut abruptly abaft the bridge (centre), mounts two cannon that fire salutes among the cypresses, and contains a



naval museum below the deck on which d'Annunzio's Venetian quartet used to play and where his body lay in state.



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Amazing New  
**ZEUS**  
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**70%**  
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It came out of two years' research in one of the world's greatest laboratories. They found that the one sure, practical way to eliminate irritants of cigarette smoke is to filter the smoke through another cigarette encased in an aluminum tube of special qualities.

Laboratory tests prove ZEUS removes over 70% of nicotine and tar! Get a ZEUS and your own experience will confirm that. You'll see why your mouth stays fresher, your throat feels better and your nerves are okay.

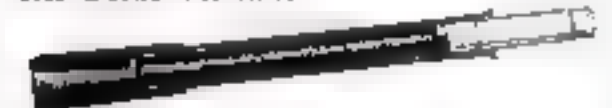
Get your ZEUS today . . . and be sure it is a ZEUS. No imitation—regardless of claims—can give you ZEUS results. All better stores have ZEUS (if your dealer hasn't, have him write to L. & H. Stern, Inc., 67 Pearl St., Brooklyn, N. Y.)

**ONLY \$1** Ladies' ZEUS, with choice of amber-like colored bits—or Super-Charged ZEUS, \$2. Also ZEUS Pipes.

**Do Not Confuse with  
Ordinary Filters or Holders**



**BEFORE:** This shows why only ZEUS can give you these results: (1) Correct "bit" draws all smoke through (2) filter cigarette (any brand) inserted inside (3) special aluminum tube. Nothing else works like this.



**AFTER:** Smoke 20 to 40 of your favorite cigarettes . . . then remove the filter cigarette and look at it! There's your proof—it's nearly black . . . actually weighs 100% more!

U. S. and Foreign Patents Pending

## LIFE'S PICTURES



Jane Froman, who appears on LIFE's cover this week, is a radio and movie singer. The picture shows her in one of the hundreds of little chairs in Studio 8-H, the world's largest broadcasting studio, at the N.B.C. Building in Radio City, New York. Miss Froman is knitting while waiting her turn at the mike. After hours and days of rehearsal, during which there is more waiting than working for the star, the chairs fill with guests and the program goes on the air. She comes from Columbia, Mo., and during the first few years of her career as a radio singer, never spoke a word on the air because she stuttered. In 1935, in order to enter the movies, she learned to talk without stuttering. She is married to Don Ross, a radio master of ceremonies.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 2-4 W. PETER STACKPOLE
- 7 P. L. SCHMELMAN SYNDICATE—A. P.
- 11, 12 13—WM. VANDIVERT
- 14 NEW ORLEANS ITEM-TRIBUNE by WILLIAM RABIER
- 15 WM. VANDIVERT
- 16 INT. A. P. MARGARET BOYER-WHITE
- 17 W. W. A. P.—W. W., A. P.—A. P.—W. W.
- 18 PETER STACKPOLE
- 19 OTTO MARK
- 20 AL P. MURKIN for CEN. A. P. and CEN. ALVIN H. SEVERSON
- 21 AL P. MURKIN
- 22 INT. P. L. THOMAS M. M. M. M.
- 23 A. P. ACME, ACME, W. W., ACME
- 24 WM. VANDIVERT
- 25 WALTER H. BAKER for BAY, WM. VANDIVERT WM. VANDIVERT
- 26, 27 WM. VANDIVERT
- 28 MARTIN MURPHY
- 29, 30 R. B. DONNELLEY & SONS CO. COLOR BY DOD
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- 51 52 53 MAYSEL MIETH
- 54 A. P. INT
- 55 P. L.
- 56 57 KADDER-PIX
- 58 EISENSTADT-PIX
- 59 61 WEISSEL-MILLER
- 62, 63 64 65—WALLACE KIRKLAND

ABBREVIATIONS: BOT. BOTTOM; CEN. CENTRE; EXC. EXCEPT; IT. LEFT; BY. RIGHT; T. TOP; A. P. ASSOCIATED PRESS; INT. INTERNATIONAL; P. L. PICTURES INC.; W. W. WIDE WORLD

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WHEN the world's largest manufacturer of precision appliances puts its name on an electric shaver, you can bet your last whisker that it will really *shave*! Close! Clean! Fast! Without injury to the skin! Without weeks of "learning how"! The Remington Rand Close-Shaver is the only shaver that has *all* these advantages:

**SHAVES CLOSE** from almost any angle. Doesn't have to be held "just so."

**GREATER CUTTING SURFACE** for faster, closer shaves.

**COMBING BAR** to lift flat hairs and guide them into the cutters.

**HIGH-SPEED MOTOR** that runs on A. C. or D. C.

**LIGHT, COMPACT DESIGN** to fit your hand and prevent slipping.

If your dealer can't supply you with a Remington Rand Close-Shaver, send a check or money order (but be sure to mention your dealer's name so we can credit him with the sale) to General Shaver Corporation, Bridgeport, Conn.—a division of Remington Rand Inc.



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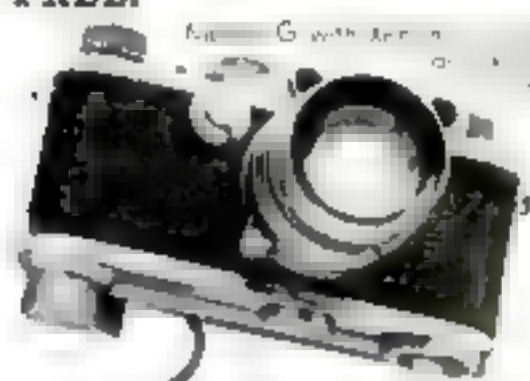




### LEICA—Brings you the Island of Bali

"Island of Bali", by Miguel Covarrubias, is one of the most talked about travel books of the year. Rose Rolando, the author's wife, took the 114 Leica pictures which capture wholly the exotic charm of Bali's scenery and its people.

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## SOME GIANT GREEN SEA TURTLES GET CANNED

No cleaner animal abides on land or sea than the giant Green Turtle of the Caribbean. Because it feeds entirely on sea-weeds, its flesh is rich in iodine and phosphate. To supply gastronomes with turtle soup, fishermen venture into stormy seas, lure turtles to the surface with nuts, seize them alive. Twice weekly their captives arrive at New York's Moore & Co. Soups, Inc., largest U. S. turtle cannery. What happens thereafter is shown here.



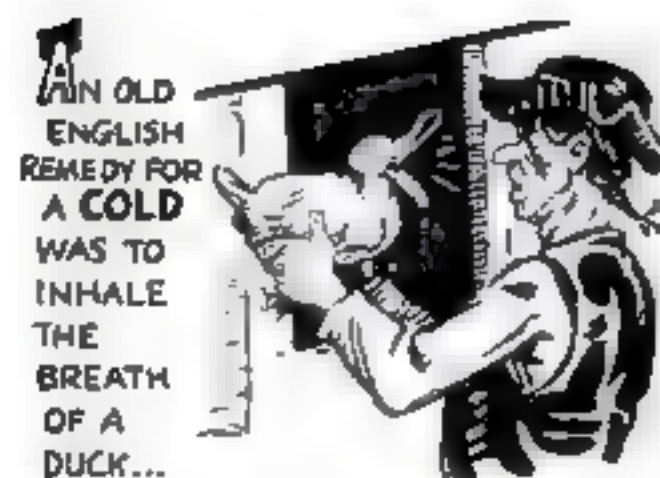
Arriving at New York, the turtles are hoisted ashore in a sling attached to their front flippers. Best cow turtles weigh 150-250 lb. Incredible bulls reach 1,000 lb.



Turned turtle, the kicking cows start on their last mile. Upside down they cannot escape. Also their hard backs protect soft insides better than belly plates.



Decapitation ends the turtle's life twelve hours before cooking. Unlike lobsters they are not boiled alive, must be bled first. Thirty per cent of their meat is used.



NOWADAYS—

Doctors don't trifle with coughs—many advise Pertussin—

GIVES QUICK, SAFE RELIEF

● Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

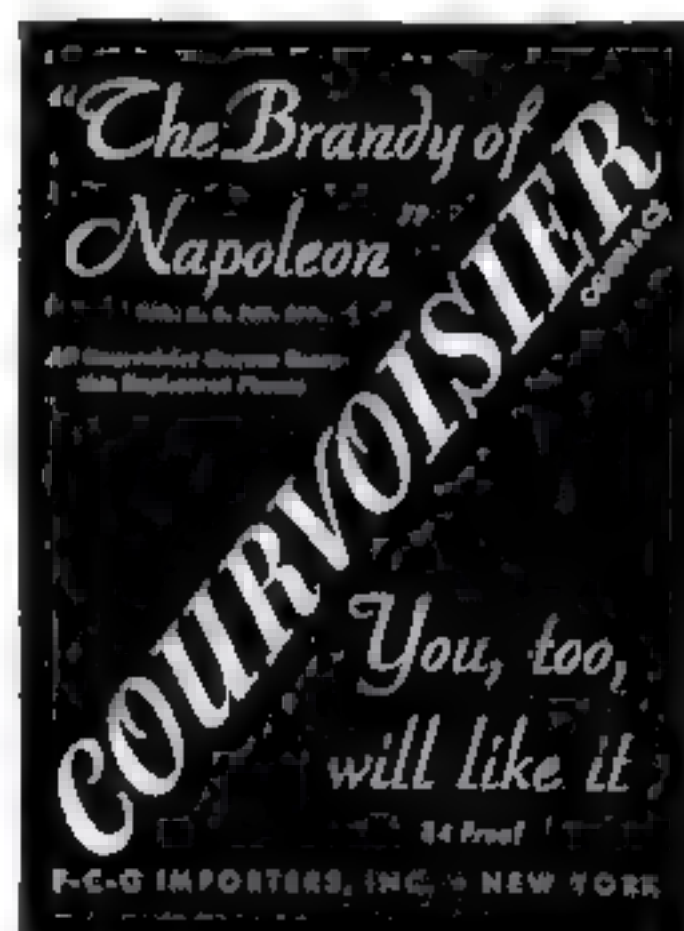
**PERTUSSIN**

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Seck & Kade, Inc., Dept. AD-16, 440 Washington St., N. Y. C. Please send me a large Trial Bottle of Pertussin I enclose 10¢.

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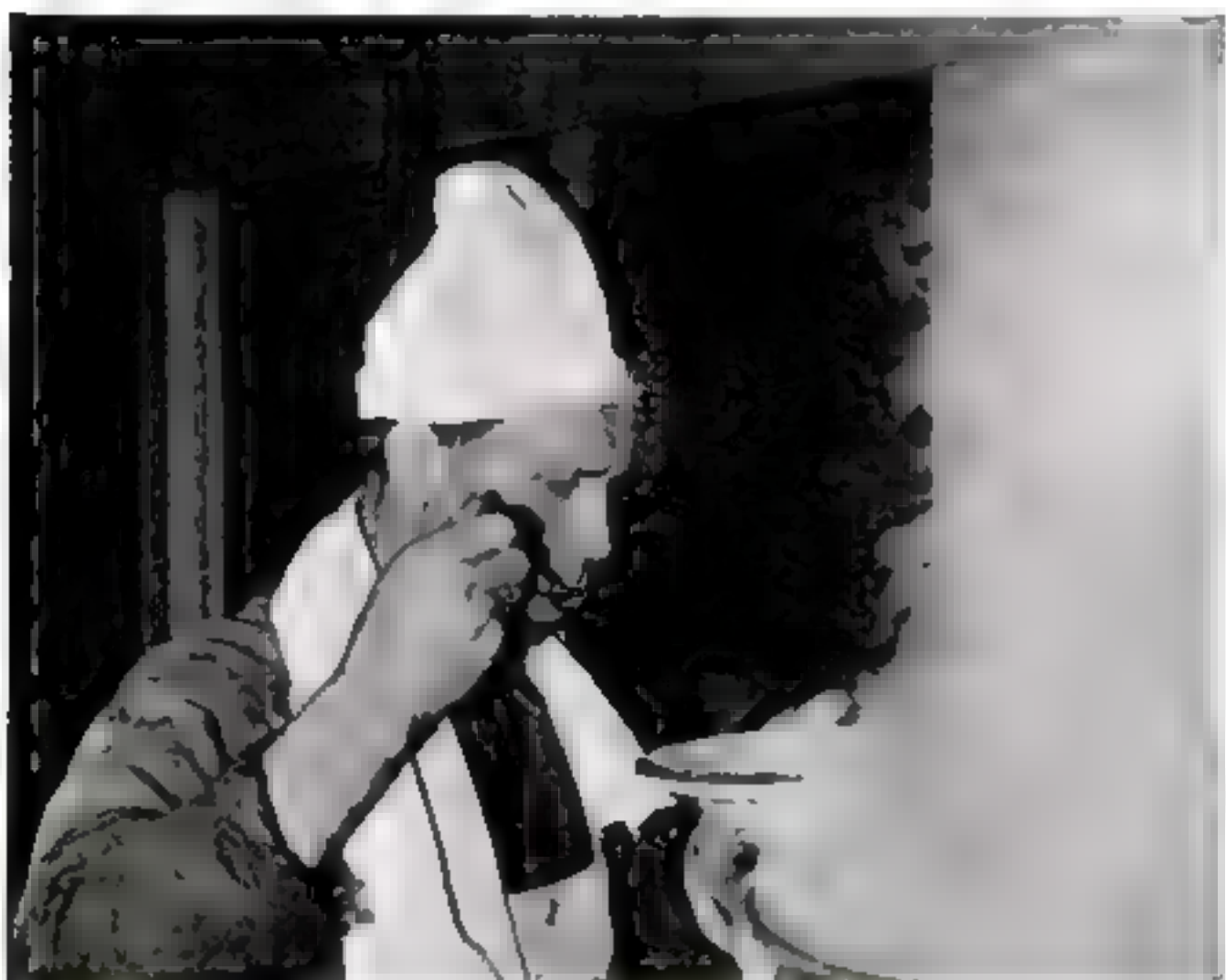




Into the caldron goes the empty "calipash," or shell, whence comes the soup's green stock. Other important ingredient of soup is the "calipee" or breast and flipper meat.



Thirty spices are added to the soup stock, in addition to sherry wine, vegetables, turtle meat. Result: a clear, nutritious, light soup of considerable medicinal value.



Jon the Chef has been tasting turtle soup for 18 years. On special order he also makes rich terrapin stew out of six-inch Diamond-Back Terrapins from Chesapeake Bay.

## If a stenographer's abused hands could talk, they'd say:

CARBON PAPER SMEARS US WITH GRIME...ROUGHENS US. NO THRILL IN OUR TOUCH!

Use Hinds every time your hands feel dry or chapped. Soorbes that drawn feeling...rubs in quickly. Hinds feels comfortable right away. Not a bit gummy.

Office jobs are hard on your hands. Typing one minute...filing the next...washing carbon smudges off your fingers a dozen times a day. First thing you know, your skin is all chapped...rough, red, and ugly! What your hard-working hands need is quick-acting Hinds.

A GOOD THING HINDS IS HANDY IN THE DESK DRAWER. IT'S EXTRA-CREAMY...EXTRA-SOFTENING!

HINDS MAKES US SMOOTH  
**HONEYMOON HANDS**  
AGAIN

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Go home every night with smooth, kissable hands You can!...Even one application of Hinds Honey and Almond Cream helps bring your skin that soft enchantment men like Every drop of Hinds works fast...helps put back the softness that office work, harsh soaps, hard water, and blustery winds take away. Contains the "sunshine" Vitamin D—and Vitamin A, too—that chapped skin absorbs. You can get Hinds Honey and Almond Cream in \$1.00, 50c, 25c, and 10c sizes. Dispenser comes free with the 50c size—fits on bottle, ready to use.



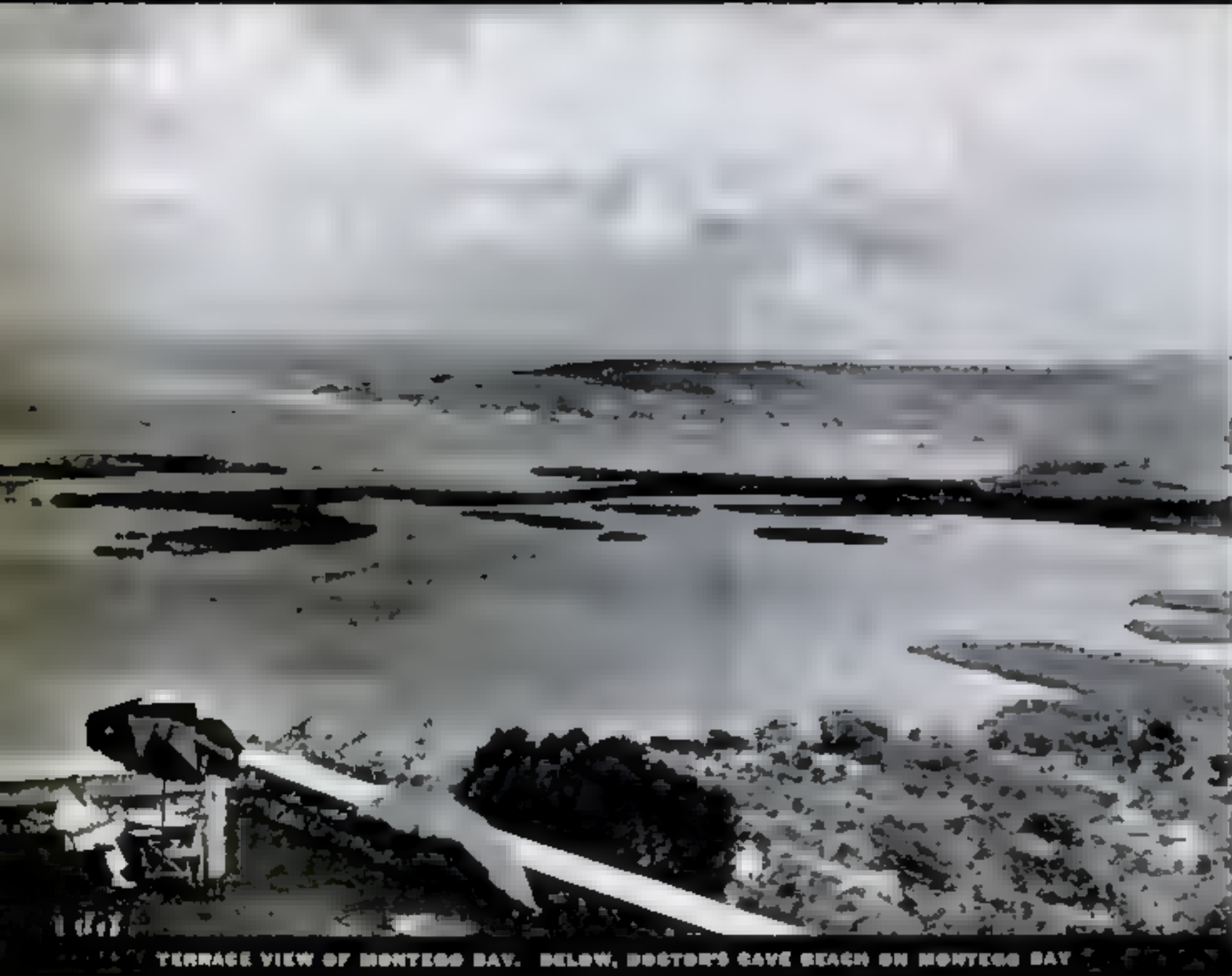
THE DIONNE QUINTUPLETS' SKIN IS ALWAYS SOFT AND LOVABLE...THANKS TO HINDS!



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## Hinds Honey and Almond Cream for Honeymoon Hands





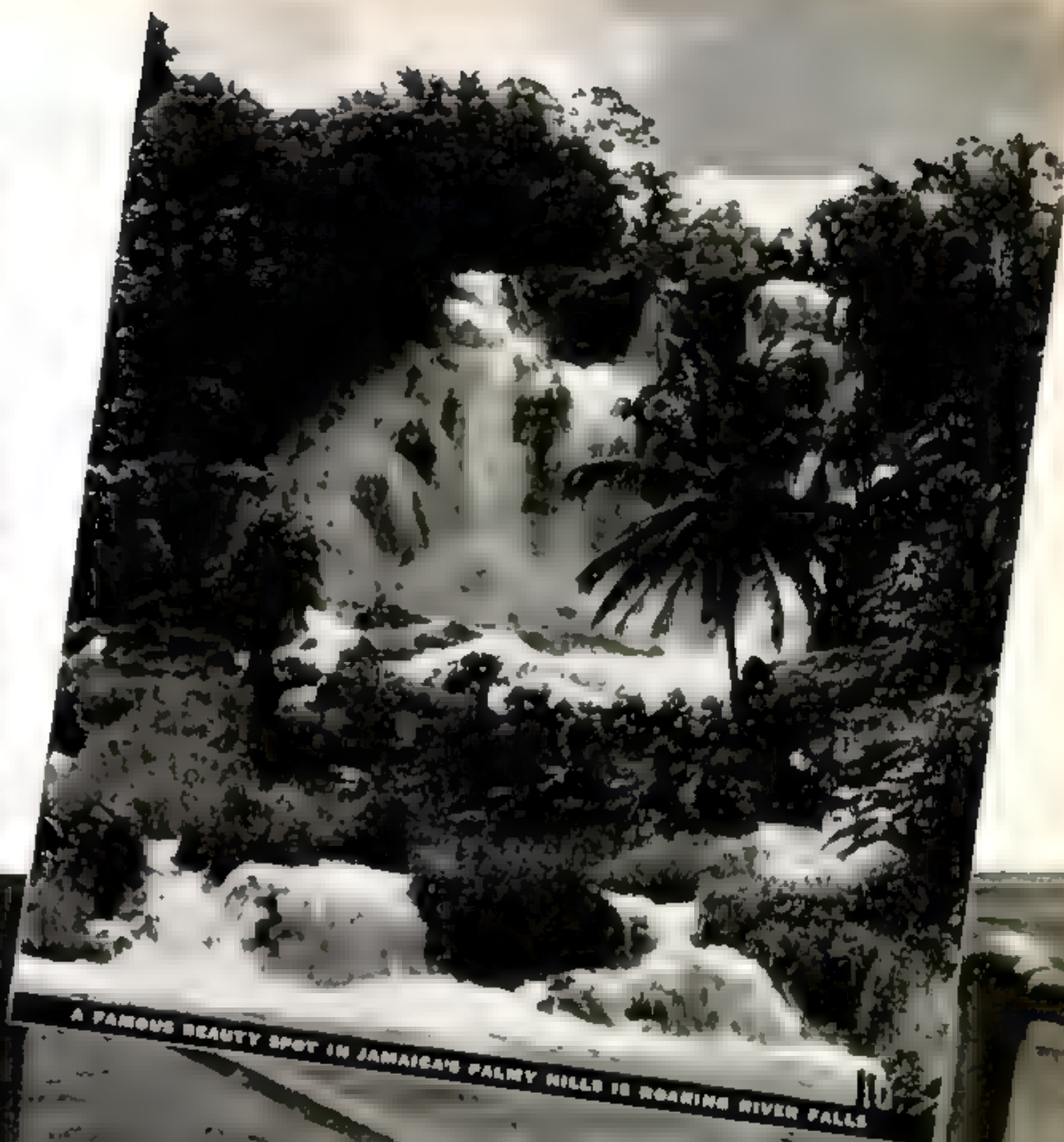


# Life Goes to Jamaica

to loll in the West Indian sun between parties

Christopher Columbus discovered Jamaica in 1494. British aristocrats discovered this balmy West Indian island as an exclusive retreat about half a century ago. But the mass discovery of Jamaica by wealthy Americans as a beautiful place to be in the tropical sun and rest up after a hard social winter occurred only within the last three or four years. This week LIFE goes to Jamaica and to its fashionable Montego Bay instead of to a party.

For February and March hotel accommodations at Montego Bay are literally booked eight months ahead. You can play golf and tennis. You can ride horseback on a nearby dude ranch. You can drop into a night club which has Negro performers. You can go sailing and fishing, climb up Jamaica's cool green mountains. But the main purpose and intent of this resort is to swim in the warm blue Caribbean and, like the gentleman who is shown basking below and the people on the opposite page, relax in a tropical sun that can burn you lobster-red before you are aware of it.



A FAMOUS BEAUTY SPOT IN JAMAICA'S PALMY HILLS IS ROARING RIVER FALLS



CONTINUED ON NEXT PAGE



## KAYWOODIE

The World's Finest Pipes

\$3<sup>50</sup> to \$10<sup>00</sup>

No. 40



HOW TO

### CHOOSE BETWEEN PIPES

—before smoking them

Naturally there is a difference between how a cheap pipe smokes and how a good pipe smokes. But how can a pipe smoker tell what that difference is going to be, before he smokes them?

This way: look at the markings of the briar. The more beautiful and fine-grained the briar, the sweeter the pipe will smoke. The finest briars come from big, old briar burls, mellowed and matured for 100 to 400 years in the ground.

These old burls, obviously, are scarce, and cost vastly more than young, immature, small burls. When cut and polished, the briar from these burls makes the most beautifully marked pipes that you can buy.

So, look at the markings of the briar. Look at any ordinary pipe—and then look at the markings of a Kaywoodie. That's a good way to tell how much sweeter-smoking Kaywoodie pipes are. Kaywoodie Company, Rockefeller Center, New York—and London.

### THE HANDIEST POCKET KNIFE EVER DESIGNED!

● Meat, handy, useful and durable... Brass frame, heavily chromium plated... Blade of finest razor steel.

Smart... practical

Graceful design, light weight fine enough to wear on your silver, gold or platinum chain.

Three blades in one

Instantly opened or closed with one hand. No broken fingernails. Blade locks easily in any one of 3 lengths... really three blades in one.

GUARANTEED TO PLEASE

THE CHRISTY CO., Fremont, O.

Enclosed is \$1.00 for a Christy Sport Knife. If I am not entirely satisfied, I may return it and my \$1.00 will be refunded. (Ohio orders add 3c for sales tax.) This offer good in U.S.A. only.

L-4

Actual Size

## Life's Trip (continued)



A five-month Jamaica resident for 23 years is Mrs. Lewis Emery Jr., here shown in her home, Sunset Lodge, where the Duke and Duchess of Kent honeymooned in 1935.



A West Indian dinner party is given by Mrs. Richard E. Riegel, laughing at head of table. Daughter of Delaware's Lamont du Pont, she is a Montego Bay regular.



A permanent Jamaica inhabitant is Commander John K. L. Ross, wealthy sportsman whose Sir Barton, in picture at his right, won the Kentucky Derby in 1919.

# argus

### Announces NEW MODEL "C" MINIATURE CAMERA

Fast, sharp f 3.5 Cintar interchangeable lens, 1/5 to 1/300 second Micromatic shutter including bulb. Built-in range finder, 36 exposures on 35 mm. film.



\$25

Write for literature.  
INTERNATIONAL RESEARCH CORP.  
183 Fourth St., Ann Arbor, Mich.

## FALSE TEETH

Loose False Teeth The Common  
Result of Mouth Tissue Changes

The bony arch (alveolar ridge), designed to support natural teeth undergoes certain changes after the teeth have been extracted and artificial teeth start pressing upon your delicate mouth tissues.

As mouth tissues change dental plates start loosening and loose plates are serious. So the moment you feel your plate loosening, let your dentist readapt it to those changing mouth tissues.

Meanwhile remember that FASTEETH, the new alkaline powder holds plates firm, tight and comfortable the whole day through. Can't seep out from under the plate. Sweetens breath, because it's alkaline—and lets you eat, talk and laugh to comfort—look and act natural. No gummy, pasty taste or feeling. Sprinkle lightly on upper or lower plates and forget you wear them. Get FASTEETH from any druggist. Accept no substitutes.



## DRY UP COLD SORES



**CAMPHO-PHENIQUE**  
Soothing... Stainless  
Easy to apply  
Only 30c a bottle  
Send for Free Sample, Dept. L-6  
CAMPHO-PHENIQUE CO., ST. LOUIS, MO.

## END CORN PAIN

Safe, instant relief with  
**Dr. Scholl's Zino-Pads**

These soothing, healing pads stop shoe pressure; prevent sore toes, blisters! Quickly remove corns, calluses. Sizes for Corns, Calluses, Bunions, Soft Corns. Cost but a trifle. Sold everywhere.



**Dr. Scholl's Zino-pads**

**Resinol** Quiets the maddening itch. soothes irritated skin. Aids healing for stubborn cases. yet mild enough for tenderest skin. **Itching**





The Ethelhart Hotel at Montego Bay has been run for many years by Ethel Hart (centre). Sipping champagne with her are Mr. & Mrs. John Gallois of San Francisco.



Captain of the Yale crew in 1894 was Fred Johnson who, now retired from business, spends some five months a year in his house in the Jamaica hills, knows everyone.



Treasurer of England's Conservative Party is Lord Greenwood, who is here shown with Lady Greenwood at Kingston's Constant Spring Hotel, relaxing from his duties.



White tie, tails and topper call for the whiskey that meets the occasion without apology — Kentucky Tavern — Glenmore's famous bottled-in-bond Bourbon. What if it is higher priced? It's a rare bargain at that.

Whether in a cocktail, neat, or in a tall nightcap, its deep rounded flavor and fragrance are equally evident. 100 Proof Kentucky Straight Bourbon Whiskey, bottled in bond under United States Government Supervision.

WHENEVER YOU SEE THE COLONEL THINK OF GLENMORE



**Glenmore's**  
**KENTUCKY TAVERN**  
STRAIGHT BOURBON WHISKEY  
**BOTTLED IN BOND**



Here's a  
**NEW-TYPE**  
**Shave Cream**  
for the 1 man in 7  
who Shaves Every  
Day



**Forms protection  
between blade and skin**  
—relieves soreness from  
razor scrape

**D**RAGGING a sharp steel blade over your face each day is bound to irritate your tender outer skin unless the surface is fully protected.

Glider has been especially developed for the 1 man in 7 who must shave every day.

You rub it on quickly and easily with your fingers—never a brush. Glider forms a thin FILM between blade edge and skin. Over this protective FILM sweeps your razor. Each whisker is clipped off cleanly at the base. NO SCRAPING. NO HARSH IRRITATION. You get a clean, smooth all-day shave in half your usual shaving time.

Throw away that old shaving brush and switch to Glider! Find out for yourself what a truly modern shave cream can do for tough whiskers and tender skin. You'll find Glider on sale at drugstores everywhere. Large-size tube only 25¢. Made by the J. B. Williams Co., makers of fine shaving preparations for over 98 years.

**Glider**  
**Williams New "NO-BRUSH"**  
**Shave Cream**  
**NOT GREASY—WON'T**  
**CLOG YOUR RAZOR**

## PICTURES TO THE EDITORS



GIRL GETS INTO BOX



YOGI RUNS SWORDS IN



30 SWORDS ARE INSERTED

### HINDU TRICK

Sirs:

I have often wondered how the Hindu Sword Box trick was performed. Last week I found a friendly Yogi who cleared the auditorium of spectators and permitted me to ascend the stage and take photographs of the manner in which the girl was wedged between the swords (below).

She cannot move a fraction of an inch until the swords are removed.

I found all this highly entertaining, and I send these pictures along with the hope that they might amuse your readers too.

LEONARD ROSINGER

Atlanta, Ga.



### YOGIS

Sirs:

John and James, nine-year-old twins, try Yogi exercises after seeing pictures in April 19 issue of LIFE. They say it can be done without a beard!

FREDERICK N. CRONHOLM  
Redlands, Calif.





## BEAR HUG

Mrs:

I thought you might be interested in knowing how a woman responds to a genuine "bear hug." I persuaded my wife (a beauty operator) to let me take a picture of her manicuring a bear's toenails. However, Mr. Bruin decided to get a little

necking out of it, and I snapped the picture. Here is the result.

This bear got her clear down and resented very much our efforts in pulling him off.

GORDON CLARE

Coquille, Ore.



## "LOOT HARP"

Sirs:

Arthur Ferris, Flanders, N. J. chicken farmer, hears angelic voices and sees visions. The angels told Mr. Ferris how to build many curious musical instruments, including this giant fiddle-harp.

He calls his new creation a "loot harp." The big instrument is 11 ft. 8 in. long, 6 ft. wide, 10 ft. high. It has 99 strings. With it Mr. Ferris goes around giving concerts in churches and grange halls.

RUSSELL STANTON

Dover, N. J.

## 'FOR MEN WHO DON'T MEAN MAYBE!



● Spick-and-span every minute is the first big MUST at Annapolis—and that doesn't mean maybe! Midshipmen have to be well-groomed—get clean, close, long-lasting shaves in double-quick time. Half-mown whiskers are out! Only perfect shaves pass inspections. That's why 7 out of 10 men at the U. S. Naval Academy use Gillette Blades in their Gillette Razors every morning.



● Your face is *always* on parade—wherever you go, night or day! Don't make it a proving ground for shaving experiments. Demand Gillette Blades and get the world's best shaves for less than a cent a day!



● The bugle ends sleep at Annapolis, but it takes clean, close, refreshing Gillette shaves to wake up faces! No other method is so quick and smooth—makes one feel and look so fit!



**GILLETTE METHOD: OTHER METHOD:**  
Gillette removes The ragged stub-whiskers cleanly, ble left by another giving you a method will look base-line shave full-grown in a that really lasts! few short hours!

### NEW BRUSHLESS SHAVING CREAM

● Prepare your beard for perfect shaves with Gillette's revolutionary new Brushless Shaving Cream. Made with peanut oil, it softens wiry bristles, stays moist throughout the shave, won't clog your razor. Try a big tube for only 25¢. You'll like it!

**LESS THAN 1¢ A DAY**  
buys the world's finest blades



● Some misfits are funny—but a misfit razor blade isn't! Avoid faulty shaves—they look bad, feel worse! Gillette Blades fit Gillette Razors perfectly—shave closely, cleanly!



# Gillette Blades

MORE SHAVING COMFORT FOR YOUR MONEY



# WATER-SOAKED CHECKS Recovered from Flood

prove **PERMANENT Quink** guards valuable records from loss



Checks written by Dr. G. X. Barry, Cumberland, Md., photographed after being water-soaked in flood.

Parker **PERMANENT Quink**, in Royal Blue, Blue-Black and Black, equals or surpasses U. S. Gov't Standards in 8 important respects. Water-proof. Fade-proof. As permanent as the paper. Cleans a pen as it writes. Dries ON PAPER 31% quicker than average. Equally good in steel or fountain pens. All standard colors. Small bottles at 15c and 25c, up to pints, quarts, 5 gal. jugs and 50 gal. kegs. Get **PERMANENT Quink** today at any store selling ink. But don't confuse it with Parker's **WASHABLE Quink** for home and school. It washes out without a trace if spilled on any washable fabric.

Two Kinds:  
Washable  
and  
Permanent



Rich, Brilliant,  
Never Watery

## Parker Quink

MADE BY THE PARKER PEN CO.

## PICTURES TO THE EDITORS

(continued)

### FORT WAYNE CAR BURNING

Sins:

On Monday, Feb. 7, the Fort Wayne Auto Trades Association, in an effort to stimulate interest in their better used cars, collected 42 "overworked" cars from the dealers comprising the organization and prepared to burn them publicly.

A motor hoist put the cars on one huge pile on a dump near the airport. The hoist operator derived a great deal of pleasure from the event as he dropped car after car on the pile, the impact breaking the windows, bending, denting and twisting the cars into realistic wrecks.

At 8:00 p.m. before an estimated 15,000 spectators, the oil-soaked pile of steel, wood, rubber and glass was set afire by a long fuse that hissed and spat flame as it raced toward the mountain of derelict cars.

The flames from the blaze roared high into the air as the gas and oil ignited. For an hour the fire burned fiercely amid the sounds of exploding gas tanks and air hissing from tires as the flames devoured their casings.

ROBERT L. BASTRESS Jr.  
Fort Wayne, Ind.



A HOIST DROPPED OLD CARS INTO A PILE



40 CARS WERE HEAPED UP FOR DESTRUCTION



THE PYRE OF OLD CARS BURNED FIERCELY FOR AN HOUR

## Life Announces



### A Winter Program for Life Camps

To help LIFE Campers—needy city children—preserve throughout the year the values of their last summer's camping, LIFE begins, in 1938, an all-year-round program.

#### ACTIVITIES

- LIFE Camps are now kept open for weekend camping trips.
- LIFE Campers are now meeting regularly in the City to work and play together at Clubs, visit Museums, go on hikes—to continue the friendships made during the summer.
- LIFE Camper's homes are now visited by Camp staff members, cooperating with Family Welfare Agencies, giving expert follow-up attention to summer campers.

Your contribution is needed to carry on this work

## Life Camps

135 East 42nd Street, New York, N. Y.